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Commerce and INDIANA

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The Indiana Department of Commerce
Lieutenant Governor Richard E. Folz, Director
State House, Indianapolis

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March, 1969

Hospitality Tour Scheduled May 22

More Industrialists To Take Part In '69

Industry representatives from the other 49 states have been invited to participate in "Hoosier Hospitality Tour 1969," according to Lt. Gov. Richard E. Folz. This tour is Indiana's first attempt at attracting new industry on such a broad scale.

The three-day tour of the state will begin May 22 and will be financed through contributions from Indiana firms and organizations interested in promoting industrial development.

Folz said that plans for this year's program center on increasing the number of out-of-state industrialists taking part, as well as making the tour itinerary more flexible to allow each visitor more time to study particular locations and aspects of Indiana's advantages to industry.

The visiting industrialists will be taken on airplane tours of a number of Hoosier cities. Stopover visits will be scheduled in a number of locations.

An innovation this year is the inclusion of small and medium sized towns on the air tour.

"Many large firms prefer to operate in the atmosphere of a smaller community," Lt. Gov. Folz said, "and we want our visitors to see first hand the tremendous potential available for development throughout all areas of our state."

Staff members of the Indiana Department of Commerce will provide the industrialists with detailed information on available industrial sites, the labor force, transportation, utilities, existing industries and the cultural, recreational and educational advantages of each city on the tour.

A steering committee of Indiana businessmen, who are industrial development specialists, will function in an advisory capacity to the Department of Commerce in planning and carrying out the tour.

These steering committee members will accompany the visiting executives, providing additional background information on the advantages of locating new and expanding industries in Indiana.

For purposes of the tour, Indiana will be divided into five regions of potential industrial development. The visiting industrialists will select a region of particular interest and make several stops within that area.

"We feel this is the most effective

approach toward realizing our goal of industrial expansion," the Lt. Governor said when announcing use of the regional breakdown for this year's tour.

At the completion of the tour, the Department of Commerce will undertake follow-up programs aimed at furthering the interest of the companies in the benefits of expanding or relocating in Indiana.

When announcing the program, the
(Continued on page 2)

Fourth Foreign Trade Mission To Leave In June For 3 Weeks

Sixteen banking and manufacturing executives are scheduled to participate in Indiana's fourth official Foreign Trade Mission in mid-June, according to J. Robert Cutter, director of the International Trade Division, Department of Commerce.

It is anticipated that the trip abroad will be headed by one of the state's chief executives. Cutter will accompany the group as co-ordinator and advisor.

Mission participants will leave Washington, D. C., on June 13. Their itinerary will include Athens, Greece; Zurich and Lausanne, Switzerland; Hamburg, Germany; Brussels, Belgium and Dublin, Ireland.

A June 12 briefing session by officials of the U. S. Department of Commerce and a luncheon on Capitol Hill will precede the three-week tour.

Athens is the initial stop for the group. This occasion marks the first visit to a Mediterranean country by any Indiana trade mission.

A new theme of the tour places emphasis on the value of investment of foreign capital in the Indiana economy.

Market surveys in the countries to be visited indicate potentially great sales opportunities for the Indiana businessmen. All areas included in the 1969 schedule show every indication of having promising business prospects.

Hamburg, one of the world's leading ports and the largest manufacturing center in Germany outside of West Berlin, boasts widely varied industry.

Brussels, home of the common market, is often referred to as the business capital of Europe.

Time spent in Zurich and Lausanne

is expected to be extremely beneficial, as the Swiss banks and manufacturers have long been famous for both their banking sophistication, and their products and ideas.

Athens, capital of rapidly developing Greece, will offer the Hoosier executives an insight into the Middle Eastern or Mediterranean market, while Dublin is one of the fastest growing areas for plant expansion in Europe.

With the wide range of ideas and industrial diversification offered by the host countries, the 1969 Hoosier delegation should find many excellent sales or investment opportunities.

State firms who would like details about participating in Indiana's fourth official Trade Mission are encouraged to contact the International Trade Division promptly, as the size of the group is limited to 16 members. Cost of the mission, as in the past, is to be defrayed by the mission members, and is completely tax deductible as an indication of the members' interest in the National Export Expansion Program.

In addition to the many business days scheduled for the tour, special receptions and luncheons have been planned in the host countries.

Opening of Burns Waterway Will Provide Deep-Water Port

Within the very near future an important facility will be added to the Great Lakes' shipping complex—the Port of Indiana at Burns Waterway Harbor near Gary. (See illustration on page 4.)

Formal opening of Indiana's first deep-water port is scheduled for the spring of 1970, with limited use of the facility slated to begin June 1 of this year.

The opening of this port, designed to berth large ships plying the St. Lawrence Seaway, will expand this increasingly popular trade route of American and European manufacturers, suppliers and producers of farm products.

At a total cost of over \$92,000,000,

the port will provide an extensive breakwater, highway and railroad facilities, warehouses, administration and utility buildings, as well as auxiliary facilities.

The grain terminal will have a storage capacity of 6,200,000 bushels. A sugar refinery with an annual capacity of 250,000 tons is included in the area.

Plans also call for a coal transfer facility with an annual capacity of 14,000,000 tons. Off-car coal storage will be provided and ships can be loaded at the rate of 6,000 tons per hour.

An important advantage of the Burns Harbor is the fact that it is flanked on either side by new plants of two of America's largest steel companies.

Hi-Pac Co. Has Plant Open In Fort Wayne

The Hi-Pac Company, Inc., a subsidiary of Worcester Pressed Steel Company, is now operating a new plant on MacArthur Drive in Fort Wayne. They are manufacturers of steel pressure cylinders for the chemical industry.

Karl J. Komp, vice president and general manager of Hi-Pac, said that the plant had employed 35 people by March 15. Upon reaching full production they will employ approximately 150 persons, he said. Komp is in charge of the operation at Fort Wayne.

Worcester President Ernest L. Weil said that the Fort Wayne plant site was selected because of the availability of good labor in the area, as well as the close proximity of skilled technical vendors necessary to supply the plant.

Ohio Valley Conference Scheduled For May 21

The Ohio Valley World Trade Conference will be held Wednesday, May 21, in Evansville.

All Hoosier manufacturers involved in exporting are urged to participate in this conference, which is hosted by the Evansville Chamber of Commerce. The Indiana Department of Commerce is one of the co-sponsors of the event.

Lt. Gov. Richard E. Folz, a native of Evansville, is one of the speakers.

Work shops and other special conference sessions have been planned to cover all phases of exporting.

Those interested in learning more about the conference should write to Ed Ash, at the Evansville Chamber.

Trade Directory Is In Great Demand

The International Trade Division reports that over 500 requests have been received for their first Indiana World Trade Directory and copies have been sent out to interested persons all over the world.

This directory provides exporters, importers, manufacturers and other Indiana businessmen with listings of trade organizations and services in other countries. It also lists what Indiana has to offer businessmen in other countries.

Copies of the Directory may be obtained, free of charge, from the International Trade Division, Indiana Department of Commerce, 336 State House, Indianapolis, Indiana 46204.

Miss Indiana Helps Promote The State

Kit Field, Miss Indiana of 1968, made special guest appearances with members of the Commerce Department's Tourist Division at the Chicago National Boat, Sport and Travel Show at the Chicago Amphitheater, March 21-30.

Miss Field was on hand for three days autographing pictures and presenting the Indiana story to thousands of Chicago-land residents.

One of the five finalists in last year's "Miss America Pageant," Miss Field will return to Atlantic City this year to assist with the telecast of the annual event.

Did You Know . . . ?

Two of the finest caves in the Midwest—Wyandotte and Marengo—are located in Crawford County. Wyandotte, second largest cave in the nation, is named for the Indians who used its miles of passages for shelter.

Indiana leads the nation in the production of commercial popcorn. The state produced 99 million pounds of it in 1967.

Indiana ranks first nationally in the production of travel trailers, mobile homes, band instruments, morticians goods, metal caskets, prefabricated wood products, cut stone and stone products, brick and structural tile and storage batteries.

Hoosier Hospitality Tour

(Continued from page 1)

Lieutenant Governor said: "Industrial development is the key to Indiana's continued economic growth. 'Hoosier Hospitality Tour 1969' will be the starting point for Indiana's most intensive drive to bring to the state new industry, more jobs and more income."

Members of the steering committee are:

Jim Nicholas, General Manager, Indiana Motor Truck Association;

Gerald S. Dailey, Area Development Manager, Public Service of Indiana;

Herman G. Steegman, Area Development Director, Indiana and Michigan Electric Company;

John Barnett, Executive Vice Presi-

dent, Indiana State Chamber of Commerce;

E. G. "Mud" Hoffman, Area Development Manager, Northern Indiana Public Service Company;

Thomas D. Gillett, Industrial Development Manager, Norfolk and Western Railway;

V. H. "Hank" Louthan, Industrial Development Manager, Penn Central Railroad;

Joe W. Lee, Industrial Representative, Texas Gas Transmission Corp.;

J. B. Conn, Vice President in charge of Industrial Development and Real Estate, Monon Railroad, and

Charles Jessup, Advertising and Sales Promotion Manager, Indiana Gas Company.

New Ad Campaign Planned For Tourism Uses Various Media

Spring in Indiana heralds a new and expanded advertising campaign promoting tourism in the Hoosier State. Plans have been made by the Department of Commerce to bring Indiana before the public by utilizing several means of communication.

The spring campaign calls for advertisements to be placed in 12 regional editions of *TV Guide* during March, April and May.

Travel issues of *Glamour*, *Redbook*, *Southern Living* and *Better Homes & Gardens* will contain sections on Indiana's tourist attractions.

Advertisements about Indiana will also appear in *Successful Farmer*, and during three consecutive months, in editions of the *National Observer* and the Chicago Metro edition of *Readers Digest*.

Newspapers to receive Indiana advertisements include the *Chicago American* and *Sun Times*. The *Chicago Tribune* will feature Indiana in two Sunday travel issues and one sport show edition.

Internationally, ads on Indiana are scheduled to appear in Toronto's *Financial Post* which reaches one out of four Canadians.

A five-minute radio message entitled "Hoosier Hospitality Highlights" will be presented on 135 Time-Life, Inc., stations during April and May.

Planning Division Has Newsletter Available

In addition to this publication of the Indiana Department of Commerce, the planning Division of the Department publishes a quarterly newsletter.

Planning Newsletter covers local and state planning activities in Indiana, plus state and federal planning legislation and its implications for the state. Information is also provided concerning related programs and planning aids. It is distributed to all county and community planning commissions and other interested parties throughout the state.

Those interested in receiving *Planning Newsletter* should write to Gary L. Niellander, Editor, Planning Division, Indiana Department of Commerce.

Questions or comments concerning the newsletter may be directed to Roland J. Moss, Director of the division.

Tourist Division Lists Activities For The Month

During the month of March the Tourist Division of the Indiana Department of Commerce has been represented at various events in and around the Hoosier state.

Ten-foot displays were featured at the Flower and Patio Show and the Lumberman's Convention in Indianapolis, and Family Fun Fishing Night in Gary, Indiana.

Indiana exhibits also traveled to Chicago and Dallas.

The Flower and Patio Show, one of the most beautiful shows in the country, annually features numerous elaborate gardens and patios.

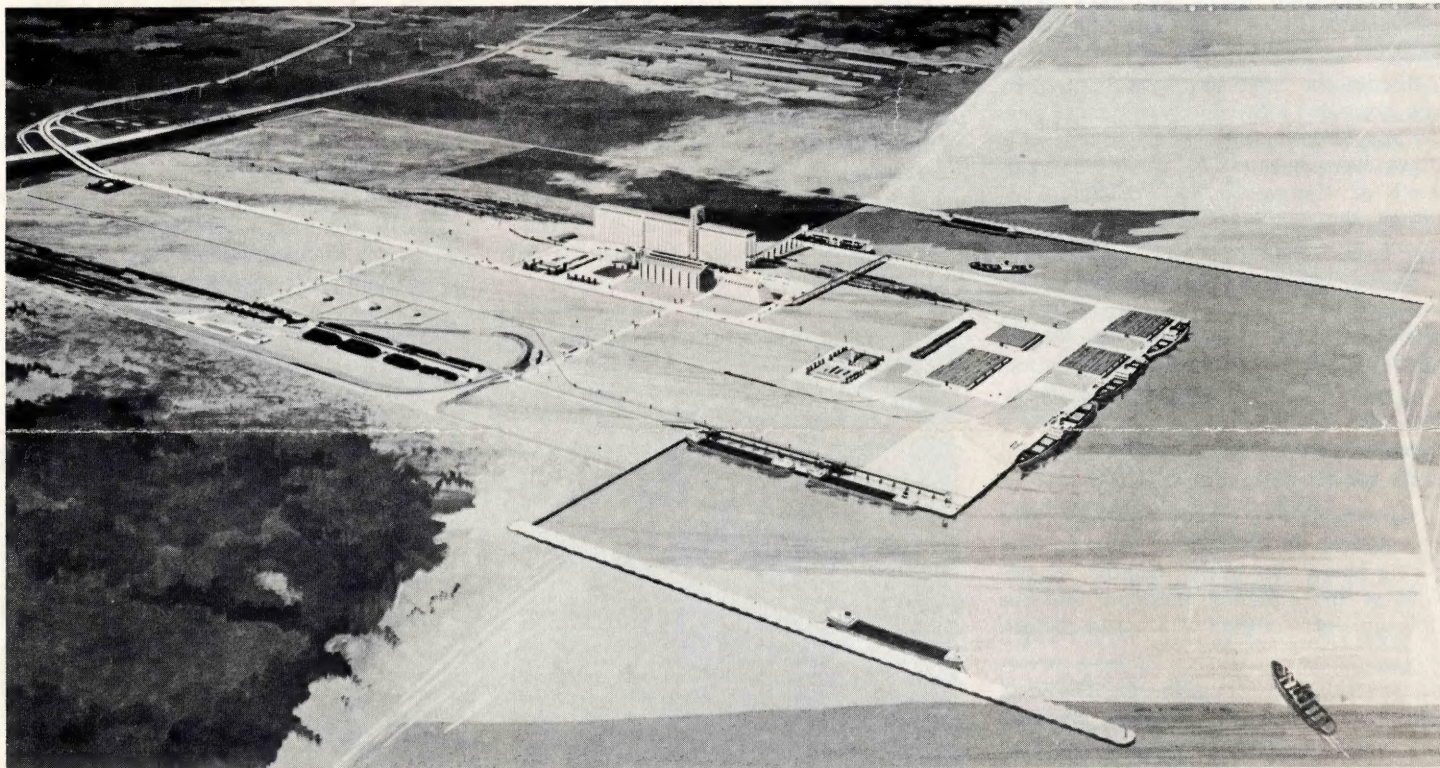
The purpose of the Indiana displays at various attractions is to promote the idea that the Hoosier State is a good place for a great vacation.

Brochures are available from the Tourist Division of the Indiana Department of Commerce detailing the many year-round activities going on in Indiana.



PRETTY HOOSIER TOURISM STAFFERS model the black fur-fabric costumes that are being worn by divisional representatives who accompany Indiana exhibits to the 1969 travel shows. Gold chain belts and shiny black boots complete the ensemble. The Tourist Division representatives of the Indiana Department of Commerce lend a personal touch to the exhibits and promote Hoosier tourist attractions to other states. Shown here, from the left, are Linda Jester, Ellen Record and Sandra Turner.

Port of Indiana Now Nearing Completion



BURNS WATERWAY HARBOR—Indiana's new deep-water port, designed to ultimately berth 31 of the largest Great Lakes vessels, will provide an important trade route for American and European manufacturers. Ships may enter and leave the facility under their own power in minimum time with no tug assistance. Another important advantage of Burns Harbor to both importers and exporters is the fact that the site is flanked by new plants of two of America's largest steel companies. (See story on page 2.)

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Cities Listed for May Hospitality Tour Businessmen To Visit Many Indiana Towns By Airplane

Nineteen Indiana cities and towns, including Indianapolis, have been selected for brief tours by the leading American industrialists participating in the 1969 Hoosier Hospitality Tour scheduled for May 22-24.

Indiana has been divided into five basic regions for the purposes of this year's tour.

The visiting industrialists will be able to concentrate on the area most suited to their specific needs, while learning more about other portions of the state as well.

Afternoon sessions on May 22 will be devoted to introductory material, including formal presentations on state-wide matters, panel discussions, informal regional conferences and regional displays.

The actual tour portion of the three-day event is scheduled for Friday, May 23, with all tours leaving Weir Cook Airport that morning and returning in the late afternoon. One or more planes will be assigned to each region, depending upon the number of persons interested in that area.

On arrival at each location within their selected region, the industrialists will be met by community representatives. The visitors will be given additional data on that specific locality and taken on a brief tour of the primary industrial sites. Luncheon will be served at the mid-day stop in each region.

Members of the Lt. Governor's steering committee and staff members of the Department of Commerce will act as host-guests for the various regional tours.

A dinner hosted by Lt. Governor Richard E. Folz will climax the day's activities.

The Northwest Region tour will include Monticello, lunch in Valparaiso, a flight over the Gary area to Plymouth and then to Logansport.

In the Northeast Region, the tour will go to Marion, lunch in Elkhart, and continue on to Kendallville and Portland.

Indianapolis is tentatively scheduled as the luncheon spot for the Central Region, as the group will look at city industrial locations in the morning. Frankfort and Columbus make up the remainder of this section.

Industrialists interested in the Southwest Region will fly over the Ohio River area enroute from Salem to their lunch stop in Vincennes, then continue on to Washington and Bedford.

The Southeast Region participants will go first to Greensburg, lunch in Seymour, and then fly to Connersville and New Castle.

This year's Hoosier Hospitality Tour will begin May 22 with a "welcome" luncheon for the industrialists and their

wives. The afternoon will be devoted to the formal and informal presentations and discussions.

Thursday evening Governor Whitcomb and Lt. Gov. Folz will host a reception. The Lieutenant Governor's dinner will be held following the reception.

Breakfast in Indianapolis, the various air tours throughout the state and dinner upon their return complete the Friday schedule.

On Saturday, May 24, there will be early breakfast for the guests. The group will then go to the Speedway for a tour of the race track, a visit to the pits and witness the 500 time trials.

The tour will be financed by contributions from Indiana firms and organizations interested in promoting the state's industrial development.

Focus On Foreign Trade

The 1969 Indiana Trade Mission is putting the spotlight on Europe and Greece for several reasons. Active development of these markets before they are closed by complete economic integration and stimulation of direct investment in Indiana are the two most important goals.

Mission participants may anticipate a mutual exchange of technology and management techniques, along with exposure to new product ideas and needs.

The Trade Mission Concept

A personal overseas visit by a dynamic salesman creates business confidence and a sound knowledge of the advantages of a product. It provides exposure to foreign product needs and desires and to the competitor's products as well.

Trade missions have lost some of the glamour of the past, due to extensive use in most parts of the world. Yet trade missions are still good tools of market development.

The trade mission concept should not be considered a one-shot approach to possible sales. Rather, it is a tool for market entry and expansion.

Advantages of personal contact and exposure to market problems, which such a mission provides, can only be fully utilized by effective follow-up of the contacts made as well as development of new prospects through continued visits and services.

This approach requires recognition of others as mature trading partners and allocation of adequate resources toward market development. For the firm just entering international markets, or for the experienced firm breaking into a new world region, the trade mission remains a beneficial marketing tool.

Foreign Marketing

Put the trade mission into the perspective of your individual firm. It is a tempting prospect to enter a new competitive market. Yet we are often hesitant as to whether we should try to compete, when domestic sales need development and have so much potential growth. (Concluded on page three)

Employment Growth In The Great Lakes Region Is Studied

Emphasis On Indiana During Recent Decades

By Basil Kafiris

Director, Economic Research Division
(First in a series)

National economic activity has increased rapidly in recent years and is associated with changes of employment patterns. In general, these changes have brought a rise in the national rate of employment both in total employment, and within the various industries. However, some areas have had, during the two last decades, low rate of growth in total employment because of heavy commitments to agriculture. Also, in certain other industries, technological advances have held down the rate of economic growth.

Usually the economic growth of a state is measured in terms of personal income and national output, and secondly, in terms of total employment growth. Although rates of employment do not provide an accurate measure of growth of an economy, they are important factors and meaningful indicators of the national economic progress and desirable developmental objectives.

The adjacent table from the U. S. Department of Commerce gives two types of information:

First, actual employment in 1940, 1950, and 1960 for the United States, and regions, and second, percent change in each of the periods, 1940-50 and 1950-60.

Table one, part one, reveals that during the first decade of this study, 1940-1950, the total national rate of employment increased by 26.7 percent, and during the next decade, 1950-1960, the rate of increase was 15.5 percent.

By definition, any industry area which exceeded the 26.7 percent rate for the first decade and 15.5 for the second, experienced a relatively rapid growth in employment during the same period. And any industry or area which failed to meet these rates had a relatively slow employment growth.

The second part of the table indicates changes in employment rates, which occurred at that time for the major areas of the U. S. economy: 1. Far West, 2. Rocky Mountains, 3. Southwest, 4. Great Lakes, 5. Mideast, 6. Southeast, 7. New England, 8. Plains.

In the first decade 1940-1950, when the national rate of employment growth was 26.7 percent, Great Lakes region experienced an increase in the rate of

EMPLOYMENT AND PERCENT CHANGE IN EMPLOYMENT IN U. S. AND REGIONS—1940-1950 AND 1950-1960

Number in Thousands

PART I

	1940	1950	% Change	1950	1960	% Change
U. S.	45,375.8	57,474.9	26.7	57,474.9	66,372.6	15.5

PART II

	Regions in order of percent change					
Far West	3,773.9	5,871.3	55.6	5,871.3	8,227.9	40.1
Rocky Mountains...	929.4	1,264.1	36.0	1,264.1	1,558.3	23.3
Southwest	3,087.5	4,091.5	32.5	4,091.5	5,055.6	23.6
Great Lakes	9,256.8	11,931.3	28.9	11,931.3	13,403.4	12.3
Mideast	10,876.2	13,363.2	22.9	13,363.2	14,892.1	11.4
Southeast	9,878.3	11,913.4	20.6	11,913.4	13,414.1	12.6
New England	3,060.1	3,661.2	19.6	3,661.2	4,137.9	13.0
Plains	4,513.5	5,378.9	19.2	5,378.9	5,683.3	5.7

(Source—U. S. Department of Commerce, "Growth Patterns in Employment by County 1940-1950 and 1950-1960." Volume 3, Great Lakes.)

employment by 28.9 percent, which was 2.2 over the national growth rate of employment. Other regions with rates of employment above the national one and above the Great Lakes rate of employment were:

Far West	55.6%
Rocky Mountains	36.0%
Southwest	32.5%

Thus, Great Lakes have the fourth position in the increase in employment rates, and they rank after Far West, Rocky Mountains, and Southwest. On the other hand Mideast, Southeast, New England, and Plains, with rates of employment 22.9, 20.6, 19.6 and 19.2 respectively, experienced an increase below the national rate.

However, during the second decade, 1950-1960, with a national rate of em-

ployment of 15.5 percent, Great Lakes lost ground with a rate of increase of 12.3, while the Far West had 40.1, Rocky Mountains 23.3, and Southwest 23.6. The above regions, with the exception of the Great Lakes, exceeded the national rate of employment for the period 1950-1960. The remaining regions such as Mideast, Southeast, New England, and Plains had rates of employment 11.4, 12.6, and 13.0, and 5.7 respectively. Thus in these regions employment grew at a slower rate than it did in the nation.

The above data confirms the opinion of some economists that, after the second world war, the Great Lakes region and consequently the state of Indiana has gone through a cycle of boom, decline, and relatively slow recovery.

Brochure Is Revised On Historic Indiana

The newly revised edition of "Touring Historic Indiana" has been received by the Tourist Division and is now being distributed.

This version of the brochure is a more comprehensive presentation of Indiana's heritage. It describes the historical attractions of each of the state's 92 counties, making it easy to find places of interest in a specific area.

A large map has been included which shows all state parks, state forests, state fish and game areas, national forests and reservoir recreation areas. Also included is a description of national and state memorials.

Indiana Is Honored At Australian Trade Show

J. Robert Cutter, director of the International Trade Division, was one of the honored guests at the opening of the first Australian Trade Show held in late March at the San Francisco Civic Center. (See photo, page three.)

Representing Indiana, Cutter and the state were honored in recognition of Indiana's successful trade mission to Australia in 1968. Three joint ventures, two firms working on licensing agreements and many distributors resulted from that trade mission.

Any Indiana industry that is interested in doing business with Australia, should contact the International Trade Division for assistance in locating outlets, and obtaining other information.

Foreign Trade

(Continued from page one)

Many European businessmen consider export markets as an important hedge against adverse developments in their domestic markets. Such an approach is evidence of good management planning. This concept is valid but often seems inapplicable when potential international sales are only a small part of overall operations.

Foreign markets could be the major accounts of tomorrow. It is therefore important to be consistent in our marketing efforts. This does not mean application of domestic marketing techniques will be successful abroad. It requires the same attention to sales development we exercise at home, adapted to foreign markets.

Any American product or service, based upon technological know-how, regardless of company size, is susceptible to being marketed successfully in Europe. This has been proven in trade fairs and trade exhibits.

Every science-based product offers a specific advantage—its technology need not necessarily be advanced if the product will fill certain needs that competing European products will not. Even where foreign products are highly developed in technology, the markets are growing faster than domestic manufacturers can supply.

The European Economic Community is moving toward greater uniformity in all fields of business endeavor. This very process of integration and standardization will close the market to American companies without a foothold in the European market.

Indiana firms should make a concentrated effort to become part of the existing "Establishment." An active effort must be made to develop the market now.

Indiana is recognized as a leader in the nation in successful development of trade missions. Each participant will face a full day of business interviews at each stop. These appointments, set up in advance, are designed to provide maximum sales and development opportunities. Briefings by local consular officials round out a full marketing program.

The itinerary of the 1969 trade mission includes Athens, Greece; Zurich and Lausanne, Switzerland; Hamburg, Germany; Brussels, Belgium and Dublin, Ireland.

Indiana banking or manufacturing executives interested in participating in this year's mission should contact the office of Lt. Gov. Richard E. Folz or the International Trade Division. The mission is scheduled for mid-June.

Tourist Mail Shows Results Of Division's 1969 Advertising Campaign For Spring

The first month of the Tourist Division's Spring advertising campaign has generated more than 12,200 letters and coupons requesting information about Indiana.

Advertising placed in *TV Guide* during March polled over 4,591 coupons responses.

One insertion in *The Chicago Tribune* and *The Chicago American* resulted in more than 879 requests. The remainder of the inquiries were from ads in the *National Observer*, *Financial Post* and *Successful Farmer*.

Mail averages approximately 900 letters a day in the advertising campaign. On peak days the deliveries reach over the 1500 mark.

Even larger quantities of mail are anticipated for this month and next. It is during this period that most of the department's advertising will be running in magazines and periodicals.

Requests for literature about Indiana are coming from all 50 states and more than 15 foreign countries.

Lt. Gov. Richard E. Folz stated that it is the policy of the department to answer each and every inquiry that is made.

The department's Bag of Surprises is sent to each individual requesting information. These bags include one or all of the following, depending on the nature of the request: Calendar of Events, Touring Historic Indiana, Golf

Guide, Lake and Stream Guide, Camping Guide, Theatre Guide and Vacation Ideas.

The "Indiana Calendar of Events" proved to be a very popular item and was frequently asked for by name at the Chicago and Indianapolis shows. Many people said that they used it to plan weekend trips throughout the year.

Advertising Account Awarded For Tourism

McQuade Wilkens Bloomhorst, Inc., an Indianapolis advertising and public relations firm, has been awarded the tourist promotion account by the Department of Commerce, according to a recent announcement by Lt. Gov. Richard E. Folz.

The tourism promotion account had been held by Bozell and Jacobs, Inc., an agency that no longer has an office in Indiana.

The Indiana Department of Commerce has a yearly appropriation of about \$250,000 for contracted services in its wide-ranging tourist promotion effort, which has included national magazine advertising, radio-television advertising, participation in travel shows and publication of numerous brochures that outline what the Hoosier state has to offer vacationers.

Exhibit Explained At Australian Show



THE HONORABLE NEIL TRUSCOTT, Australian Consul General in San Francisco, explains a piece of modern electrical equipment manufactured in Australia that was on display at the Australian Trade Show on the West Coast. Ted Gaffey (center), Australian Trade Commissioner in San Francisco, and J. Robert Cutter, International Trade director, listen.

Indiana Booth Draws Crowds at Chicago Show



INDIANA EXHIBIT AT CHICAGO— Members of the Tourist Division and Kit Field, Miss Indiana 1968, are shown in the Indiana exhibit at the Chicago National Boat, Sport and Travel Show held in the Chicago Amphitheater last month. This 30-foot long exhibit uses the Racing Capitol of the World theme, and features color photographs and translights of numerous Hoosier attractions. The booth is equipped with two synchronized slide projectors.

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Folz Terms Hospitality Tour A Success

Tour Guests Find Indiana A Busy State During 3 Day Stay

Activity was the operative word from the moment the Hoosier Hospitality Tour guests arrived at Weir Cook Airport on Thursday morning, May 22.

Girls from the Department of Commerce welcomed the deplaning visitors, presented them with name tags, arranged for luggage handling and escorted them to their cars. Other staff members served as drivers for the fleet of luxury cars used throughout the tour.

Once at the Atkinson Hotel tour headquarters, the guests were greeted by staff representatives, assigned rooms and presented with colorful planters decorated with checkered flags and carnations.

Lt. Gov. Folz welcomed the entire group at a get-acquainted luncheon in the hotel. He was introduced by Van Barteau, executive director of the department, who also welcomed the group. Participants in the tour were introduced by Dan Manion. Members of the steering committee were presented by Gerald Dailey.

From the time the ladies were excused from the luncheon, almost every minute was filled. The executives were briefed on the economic situation in the state as well as the various regions and communities slated for the tour. Panel discussions and informal talk-sessions were also conducted.

In the meantime, the wives had met their hostesses for the next two days and gone over their itinerary. That afternoon they were entertained by Mrs. Edgar D. Whitcomb with a tea in the Governor's Mansion. Governor Whitcomb paid a surprise visit during the afternoon, as he had done earlier at the men's session.

The Lieutenant Governor's Reception and Dinner were held Thursday evening in the Grand Ballroom of the hotel. All decorations were in keeping with the

(Continued on page 2)

Many Of The Visiting Businessmen Impressed With Indiana Opportunities

"An unqualified success," Lt. Gov. Richard E. Folz said when describing the recently concluded 1969 Hoosier Hospitality Tour. "The Department of Commerce did an effective selling job that may bring several new industries to Indiana," he continued.

Seventeen out-of-state business executives, many accompanied by their wives, attended the May 22-24 tour.

While in Indiana, these executives were given background information on the varied advantages of locating industry in Indiana. They were also taken on regional air tours of the state, involving brief visits to 18 Hoosier cities which offer significant opportunities for industrial development.

"Several of our visitors told me they were greatly impressed with opportunities in Indiana," Folz said. "Some of them have requested additional information on the different aspects of locating new plants in our state."

One businessman was so interested in the northern portion of the state that

he bypassed the 500 qualifications to return to that area for additional data.

The Department of Commerce will follow through on the tour's personalized sales approach by providing additional material and consulting services to the participating industrialists.

Dan Manion, Industrial Development director, and John Snyder, Jr., who coordinated tour arrangements, gave much credit for the tour's success to the lieutenant governor's steering committee of industrial development specialists. This group of state businessmen aided the department in planning and conducting the tour.

Budd Company Plans Expansion In Gary

Lt. Gov. Richard E. Folz recently hailed the decision by The Budd Company to undertake a \$36 million expansion project at Gary as "an outstanding example of coordinated effort by state government in selling Indiana as a good location for industry."

Folz said the Indiana Department of Commerce arranged a May 21 meeting involving Budd executives, Gov. Edgar D. Whitcomb, himself, Department of Commerce personnel, and tax experts from the State Board of Tax Commissioners. The company was briefed on the state's current economic situation and tax picture.

The manager of the Budd facility in Gary, Matt Glogowski, notified Folz five days later that "... I have just received

word that, because of your fine assistance, the board of directors has approved the expansion program in Gary which we discussed."

Expansion of Budd's automotive stamping plant is scheduled for completion in July, 1970. Company officials said it will result in about 1,500 new jobs and add about \$15 million to the plant's annual payroll.

The lieutenant governor said many people conceive of industrial development as an effort to bring industry from other states to Indiana.

"Often overlooked, but equally important," he said, "is to insure that companies already operating in Indiana look first to the Hoosier state when they are thinking in terms of expansion."

Trade Mission To Be Held In Early Fall

A trade mission to Europe, aimed at developing expanded markets for Indiana products, has been rescheduled for late Autumn so that more Hoosier businessmen may take part.

The sponsoring agency for the tour, the Indiana Department of Commerce, said a number of Indiana manufacturing and banking executives indicated they want to participate in the mission, but that business conflicts prevent them from participating in the originally scheduled June 13-June 5 tour.

Expenses for the tour are paid by the participating businessmen.

A detailed itinerary for the mission to Greece and Western Europe now is planned by the department and the U. S. Department of Commerce. The rescheduled tour will include the same cities in which stopovers had been planned for the early summer tour: Athens, Greece; Zurich and Lausanne, Switzerland; Hamburg, Germany; Brussels, Belgium, and Dublin, Ireland.

Size of the group is limited to 16 businessmen.

Before departing for Europe, they will be briefed by international trade specialists in the U. S. Department of Commerce.

Department's Executive Director Has Numerous Responsibilities

Van Barteau, 35, the Executive Director of the Department of Commerce, is an attorney residing in Boonville. He has practiced law in Crawfordsville and Evansville.

As executive director, he is responsible for the supervision of Department of Commerce programs, which include industrial development promotion, tourism promotion, research and planning programs, and international trade promotion.

"The Department of Commerce serves as an intermediary between the people of Indiana and industry, facilitating better communications between the two and formulating programs to enhance Indiana's economy," Barteau said when discussing the role of the department in state government.

"Through our expanded efforts the department is designed to promote sustained economic growth within the state," he said.

A Massachusetts native, Barteau served in the Army in Korea as a public information specialist. He was a radio newsman (WIBC) before attending law school.

He founded the Indiana University



VAN BARTEAU

Law School Young Republicans at Indianapolis in 1960 and was a 1961 graduate with honors.

Barteau was an aide to then Lt. Gov. Richard O. Ristine in his campaign for Governor in 1964, assisted State Treasurer John K. Snyder in his successful 1966 campaign, and was a principal aide to Lt. Gov. Richard E. Folz in his 1968 campaign.

Hospitality Tour Guests Kept Busy

(Continued from page 1)

"500" theme, including miniature race cars in the floral decorations.

Gerald Dailey, representing the steering committee, greeted the 250 guests.

Lt. Gov. Folz gave the main address of the evening, stressing what Indiana offers to industry. Van Barteau, executive director of the department, also gave after-dinner remarks.

Joe Leonard, popular 500 driver, was a special guest and answered numerous racing questions.

Anton Hulman, Jr., Speedway owner, was among the distinguished guests present. Others attending included former Governor Handley, 500 Festival Queen Janet Lee Faires, and many Indiana industrialists and civic leaders.

The Ball State University Singers provided a sprightly hour of musical entertainment.

On Friday, the visiting industrialists made their regional air tours of the state, leaving at an early hour.

Regions and cities visited included:

Northwest — Valparaiso, Plymouth, Logansport and Monticello;

Northeast — Elkhart, Marion and Portland;

Central — Indianapolis, Frankfort and Columbus;

Southwest — Vincennes, Washington, Bedford and Salem; and

Southeast — Seymour, Greensburg, Connersville and New Castle.

Culture was the theme for the women's Friday program. First, a tour of Oldfields, the former estate of Mr. and Mrs. J. K. Lilly, Jr. The 22 room mansion is in the style of an 18th century French chateau, with 42 acres of landscaped grounds.

Next, the group had a special tour of the extensive Clowes art collection at Waverly, home of Allen W. Clowes.

An informal luncheon at the home of Mrs. John V. Barnett provided relaxation and an opportunity to visit. Continuing on their schedule, they had a behind-the-scenes tour of Clowes Hall on the Butler University campus. Last stop was Hooks Historical Pharmacy at the State Fairgrounds, with chocolate sun-daes all around.

An elegant atmosphere prevailed on Friday evening, providing a leisurely change of pace from the programmed schedules of the day. Meridian Hills

Country Club was the scene for the reception and sumptuous seven course dinner. The emphasis was on gracious gourmet dining and good conversation, against a subdued background of gleaming crystal, and soft candlelight.

An added attraction was the transportation provided between the hotel and the club—a red two-decker omnibus.

Saturday, the tour's grand finale, called for an early start aboard the chartered bus to the Speedway. Once at the track, the women were escorted to the stands, while the men received their VIP tour of Gasoline Alley and a close-up of favored cars and drivers.

Due to the rain of the previous weekend, Saturday was the first day of actual qualifications—and a busy one for spectators as well as racers.

At noon, tour participants joined countless other race fans in that most favorite of all trackside lunches—fried chicken, with suitable accompaniments and stacks of paper napkins.

The tour officially ended during the time trials, with most visitors staying through as many qualifying attempts as possible before leaving for the airport.

Visiting Industrialists Get Hoosier Welcome



Chicago guests welcomed at airport.



Another welcome at the hotel.



Joe Leonard answers "500" questions.



Dan Manion outlines tour program.



Lieutenant Governor Folz addresses his dinner guests.

Scenes From Hoosier Hospitality Tour 1969



A VIP tour of Gasoline Alley was a Saturday highlight.



Hooks Historical Pharmacy provided laughs for the ladies.



Guests momentarily take their eyes from the track.

Study Of Employment Growth In Great Lakes Is Continued

Emphasis On Indiana During Recent Decades

By Basil Kafiris, Director,
Economic Research Division
(Second in a Series)

Table I gives actual employment for the Great Lakes States in 1940, 1950, and 1960, with percentage change in each of the periods, 1940-50 and 1950-60.

This table reveals that the first decade, 1940-1950, was a period of rapid employment growth for all the Great Lakes States with growth rates above the national one of 26.7 per cent. The only state which did not reach the national average was Illinois. The Illinois rate of employment growth was 24.6 percent.

On the other hand, Indiana had the highest rate (32.0) in the region.

Rates of employment growth in the Great Lakes region decreased, however, during the second decade 1950-1960. Nationally, the rate of employment in this period was 15.5 percent.

Indiana's rate of growth of employment was third among the Great Lakes States during this decade, compared with its first position in 1940-1950. It should be mentioned that Indiana's rate of employment growth is very close to the rate of Ohio, which is first, and is away from second ranked Michigan by only 0.5 percent. The changes for the major industries of the State were as shown in Table II.

According to Table II, the most important negative source in the growth of employment, especially for the second decade, 1950-1960, was the agricultural sector. This very sector decreased considerably for the whole nation. For Indiana, the effects were more pronounced because of the importance of this particular sector to the state's economy.

Other significant negative changes in this area were in forestry, fishing, and mining, with a total loss for both decades of 5,010 jobs. In the manufacturing sector there were some negative changes. In real numbers the losses are shown on Table III.

Without taking into consideration the relative changes (negative or positive) due to the industry mix and regional share effect, Indiana has done well to maintain its own position in the manufacturing area. This is because some industries attained higher rates of employment growth during the two decades studied.

The conclusion of this series, in the next issue, will deal with the primary contributors toward the increase of employment in Indiana.

TABLE I
EMPLOYMENT AND PERCENT CHANGE IN EMPLOYMENT FOR
GREAT LAKES STATES (Number in Thousands)

	1940	1950	% Change	1950	1960	% Change
GREAT LAKES	9,256.8	11,931.3	28.9	11,931.3	13,403.4	12.3
MICHIGAN	1,825.0	2,404.0	31.7	2,404.0	2,740.4	14.0
OHIO	2,345.0	3,067.7	30.8	3,067.7	3,521.8	14.8
INDIANA	1,151.7	1,520.8	32.0	1,520.8	1,726.5	13.5
ILLINOIS	2,874.4	3,581.2	24.6	3,581.2	3,940.9	10.0
WISCONSIN	1,060.8	1,357.6	28.0	1,357.6	1,473.9	8.6

SOURCE: U. S. Department of Commerce

TABLE II
INDIANA
EMPLOYMENT AND PERCENT CHANGE IN EMPLOYMENT
FOR SELECTED INDUSTRIES

INDUSTRY	1940	1950	% Change	1960	1950-60 % Change	1940-60 % Change
Agriculture	204,915	175,645	- 14.3%	111,566	- 36.5%	- 45.6%
Forestry & Fisheries	403	458	+ 13.4%	333	- 27.3%	- 17.4%
Mining	13,470	15,279	+ 13.4%	8,530	- 44.2%	- 36.7%
Food and kindred products mfg. ..	35,070	42,241	+ 20.4%	49,754	+ 17.8%	+ 41.9%
Textile Mill prod., furniture mfg. .	8,379	5,761	- 31.3%	1,880	- 67.3%	- 77.6%
Apparel mfg.	17,029	15,844	- 7.0%	12,966	- 18.2%	- 23.7%
Printing and publishing mfg..	14,564	21,267	+ 46.0%	29,695	+ 39.6%	+103.9%
Chemicals and allied prod. mfg.	8,390	17,450	+108.0%	24,747	+ 41.8%	+195.0%
Electrical & other machinery mfg..	57,780	121,131	+109.6%	143,923	+ 18.8%	+149.1%
Motor vehicles and equipment mfg..	34,854	67,172	+ 92.7%	62,005	- 7.7%	+ 77.9%
Other transport. equipment mfg..	6,610	13,568	+105.3%	30,661	+126.0%	+363.9%
Other misc. mfg....	136,837	190,461	+ 39.2%	220,506	+ 15.8%	+ 61.1%
Wholesale trade ..	27,312	44,133	+ 61.6%	49,235	+ 11.6%	+ 80.3%
Other retail trade, except food prod.						
stores, & eat. plc.	97,501	137,487	+ 41.0%	165,082	+ 20.1%	+ 69.3%
Finance, insurance and real estate..	28,841	39,277	+ 36.2%	58,314	+ 48.5%	+102.2%
Medical, other profess. services	80,551	116,636	+ 44.8%	185,132	+ 58.7%	+129.8%
Public admin.	29,779	44,923	+ 60.8%	59,170	+ 23.5%	+ 98.7%
Armed Forces ...	3,000	2,308	+ 23.1%	9,214	+299.2%	+207.1%
Industry not rep...	18,285	23,542	+ 28.8%	65,514	+178.3%	+258.3%

SOURCE: U. S. Department of Commerce

TABLE III
MAJOR JOB LOSSES IN THE MANUFACTURING SECTOR
FOR 1940-50 AND 1950-60

	1940-1950	1950-1960	1940-1960
Textile Mill Products and Furniture Manufacturing	2,618	3,881	6,499
Apparel Manufacturing	1,185	2,878	4,063
Motor Vehicles and Other Equipment Manufacturing	5,167	5,167
TOTAL LOSSES	3,803	11,926	15,729

Charter Airlift Carried A Most Unusual Cargo

The largest airlift of its kind in the history of aviation left Weir Cook Airport for London early this spring. The cargo . . . 24 head of horses from the Double A Ranch in Bloomington, bound for Double A Ranch, Lmt'd., London.

This is a unique step in the continuing efforts to further international trade in the Hoosier state.

Prior to this shipment, the record airlift of horses was 12 head.

Robert Alexander, owner of the Double A Ranch, has exported horses previously, but never in such quantity. His earlier shipments of horses were to Australia and Puerto Rico.

The steeds, including Palamino, Arabian and quarter horses, were all purchased by one Englishman. Their new owner plans to cross-breed them with British racing horses.

A charter flight, the plane's cargo was composed of nothing but horses. A veterinarian and Mr. Alexander were the only non-crew members aboard. Travel arrangements were made by TWA.

The flight took seven hours. Within 18 hours of leaving Indianapolis, all 24 horses were reported to be grazing peacefully on the English countryside.

State Officials Receive Silver Medallions From The Lincoln Heritage Trail Foundation

Governor Edgar D. Whitcomb was presented with a commemorative silver medallion at a special meeting of the Lincoln Heritage Trail Foundation on Thursday, May 15, at the Chanticleir Room of the Airport Holiday Inn. William Koch, Foundation president, made the presentation.

Lt. Gov. Richard E. Folz received a similar medallion at the luncheon. Others will be given to the governors of Kentucky and Illinois.

The Lincoln Heritage Trail Foundation is an incorporated non-profit organization that promotes the three-state (Indiana-Kentucky-Illinois) 2,000 mile trail tracing the landmarks associated with the early life of Abraham Lincoln.

Primary purpose of the meeting was to discuss the impact of the medallion program, started on May 1, on future Foundation plans. The medallions are available at numerous financial institutions in the Trail states.

Silver medallions, such as those presented to the state executives, are serially numbered. Only 10,000 of the silver ones have been struck.

Medallion number one is reserved for

President Nixon and will be presented to him sometime in the near future. The next three were for the governors of the three Trail states, given in order of their state's admission to the Union.

TV Show Winners Had Gala '500' Weekend

A 500 Mile Race weekend was the prize awarded on ABC-TV's, "The Dating Game," on May 15. This prize trip was arranged by the Tourist Division of the Department of Commerce.

Brenda Landry and John Garrett were the lucky winners. They were flown to Indianapolis from the West Coast on the evening of May 29, remaining until May 31.

In addition to attending the 500 Mile Race, they were guests at a luxury hotel and received complimentary meals and entertainment in Indianapolis during their stay.

INDIANA DEPARTMENT OF COMMERCE

Lt. Gov. Richard E. Folz, Director

332 State House

Indianapolis, Ind. 46204

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LT. GOVERNOR RICHARD E. FOLZ
Director

VAN BARTEAU, Executive Director

Mr. Robert R. McClarren, Director
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State Fair Has 'Showcase' Theme

Pre-Fair Horse Show May Be Tops In USA

The Indiana State Fair's Western Horse Show, Aug. 17-20, will be making a bid this year to become the largest quarter-horse show in the nation.

The horse show, actually a "pre-fair" event, will have quarter horses, Palomino, Appaloosa, NAPI, Pinto, half-Arabian, equitation, Western open and registered classes.

The Palomino show is one of only three National Palomino Horse Breeders Association approved shows in the nation. The Hoosier show is approved for both stock and pleasure horses.

The 1968 Indiana State Fair had the largest U.S. Palomino show on record.

Industrial Development Committee Is Formed

Lt. Gov. Richard E. Folz recently announced the formation of a committee to serve in an advisory and supervisory capacity for the Industrial Development Division of the Department of Commerce.

Folz said that the purpose of this committee is to improve industrial development within Indiana.

The Lieutenant Governor stressed that it will be a "working" committee, composed of professionals in the industrial development field.

The committee consists of representatives of the Indiana business and industrial community who devote a majority of their efforts to the field of industrial development.

"Committee members will be in frequent contact with local industrial development people in their own regions of the state," Folz said. "This will make Indiana's industrial development operation a team effort."

(Continued on page 3)

1969 Hoosier Fair Activities, Acts To Provide Best of Everything

As every Hoosier knows, the Indiana State Fair is one of the largest and finest fairs to be found anywhere. According to plans finalized thus far, there will be an even greater finale to the summer season when the gates open for the 1969 Indiana State Fair.

The short, attraction-filled, Fair dates are from August 22 thru Labor Day, September 1. This year's theme is "Indiana Showcase."

Lt. Gov. Richard E. Folz, Commissioner of Agriculture for the state, said recently "My goal, and that of the entire Fair Board is to bring the best of everything to Indiana for the eleven days of our Fair." This goal has been achieved.

Agriculture has been the main theme of the Fair over the years, although manufacturing has assumed an increasingly larger role during recent decades.

"Our Indiana State Fair must remain an agricultural showcase for Hoosier-grown products," Lt. Gov. Folz said. Farm and industrial exhibits are featured, along with the latest innovations in agriculture and manufacturing.

Many Agriculture Exhibits

This year's Fair will have more major agricultural exhibitors whose displays will emphasize the use of new equipment and techniques in modern farm production.

As evidence of agriculture's importance to the 1969 Fair, Massey-Ferguson, Inc. has reserved an acre of ground in Machinery Field for a dramatic "in motion" exhibit of their products. This follows a several years absence from the Fair.

Many foreign lands set up displays and exhibits in the International Building. Their presence and varied attractions demonstrate the importance placed on the Fair by all exhibitors.

"Plans are also underway for a major new exhibit to be located in the pit area of the Manufacturer's Building," Lt. Gov. Folz added.

To many Fair enthusiasts, the Indiana State Fair is synonymous with entertainment and 1969 is no exception.

Highlighting the 1969 Fair will be

many giants of the entertainment world, including Bob Hope, Glen Campbell, The King Family and Anita Bryant.

According to C. Melvin Young, Fair Board member and director of entertainment, "That's just the beginning."

Hope will be accompanied by The Goldiggers, Diane Shelton, Mary Lou Collins and orchestra leader Richard Hayman, during shows Monday, August 25 and Tuesday, August 26.

Still in negotiation is a contract to bring The Association and The Ventures to the Fair for a day of entertainment aimed at the teen set Friday, August 29, Young said.

Varied Racing Program

Top USAC drivers including A. J. Foyt and Don White may be expected to participate in the 100-mile State Fair Century stock car race the first night of the Fair, August 22.

The State Fair Century and two companion races, the Indiana Classic 100-mile USAC stock car race June 21 and the Hoosier Hundred USAC championship car race September 6 comprise the outstanding racing program.

In addition, State Fair racing major domo Joseph L. Quinn Jr. has scheduled the inaugural running of national championship motorcycle races on the Fairgrounds 1-mile dirt track Aug. 28.

Rodeos Inc. is furnishing rodeo stock reputed to be the "meanest in the world" for the State Fair Championship Rodeo Saturday Aug. 23 through Tuesday, Aug. 26.

Entertainment acts for the rodeo include a high-diving "aqua mule," Roman

(Continued on page 2)

Commerce Department Has Speakers Bureau

The Department of Commerce recently instituted a Speaker's Bureau.

In a recent letter sent to Chambers of Commerce, civic and service organizations, Lt. Gov. Richard E. Folz said, "The job of the Indiana Department of Commerce is to promote economic development in the State.

"One way is to make our citizens fully aware of what can be done. Better communications between my department and local civic and service organizations will help us achieve that goal," he said.

The establishment of this Speaker's Bureau makes key members of the Department of Commerce available for talks before numerous groups. Qualified speakers will be provided on topics relating to industrial development, tourism and the potential of agriculture and international trade.

For information on this service, write Paul Barada, Information Division, Indiana Department of Commerce, Room 336, State House, Indianapolis, Indiana 46204.

Planning Division Receives HUD Grant

A \$360,261.00 planning grant from the U. S. Department of Housing and Urban Development has been awarded to the Planning Division of the Indiana Department of Commerce, according to a recent announcement by Lt. Gov. Richard E. Folz.

Funds from this grant will be utilized in financing the "701" Comprehensive Planning Assistance Program, Planning Advisory Services and State Planning Program.

The grant for local planning assistance provides \$236,592 to be used in developing comprehensive planning programs in Indiana. This federal grant will be increased by \$111,408 in local funds.

Fourteen established "701" community and county programs will continue and new programs will be launched in Bloomington, Daviess County and Knox County.

Funds received for Planning Advisory Services will allow the Planning Division to continue its program of education, information, assistance and follow-up services to those communities having completed planning programs.

In the State Planning Program, the grant will be used for a regional economic analysis and housing study.

Director of Tourist Division Outlines Primary Objectives

John K. Snyder Jr., 26, Tourist Division director for the Department of Commerce, is a personnel and management specialist.

A business administration graduate from Oakland City College, where he played varsity basketball, Snyder later worked as a production supervisor and a special projects officer for Whirlpool's Ordinance installation at Evansville.

"The four primary objectives of the Tourist Division of the Indiana Department of Commerce are to educate, promote, disseminate, and develop," Snyder said in a recent discussion of the functions of his division.

"One of the Tourist Division's main responsibilities is to give all our citizens a better idea of what our state has to offer in the way of tourist attractions," he said.

Snyder is particularly concerned with several other programs including The Lincoln Heritage Trail Foundation, Discover America Travel Organization (DATO), and the Work Study Group under the Department of the Interior in Washington.



JOHN K. SNYDER, JR.

Long active in Republican work, he served as precinct committeeman, delegate to the 1968 state convention and was 8th District chairman of the Nixon for President Committee.

While a college student, he organized the Oakland City College Young Republicans.

Snyder is married and has three children.

Hoosier Fair Activities

(Continued from page 1)

chariot races and a relic of trail-driving days, chuckwagon pony races.

The perennially crowd-pleasing Jack Kochman Hell Drivers will be back putting new cars through the paces jumping ramps, driving on two wheels and doing reverse spins at 60 miles an hour. Of course, each show will have its own T-bone auto crash and many "near misses" as drivers exactly gauge their cars' performances.

Horse Races, Too

A four-day harness racing program will star world-record holding horses and their sometimes millionaire sulky drivers Friday, Aug. 29 through Labor Day, Monday, September 1.

The 42nd Fox Stake Sunday, Aug. 31, is the continent's classic for 2-year-old pacers and is expected to offer a record purse of more than \$70,000.

Among the colts eligible for that race is the most expensive yearling in harness racing history, Nevele Bigshot, brother of the 1965 Fox Stake champion, Romeo Hanover.

All the members of The King Family are expected to be present for shows Saturday, Aug. 23 and Sunday, Aug. 24. The performances will give their

television fans a chance to see the group "live" and in person.

Anita Bryant will appear for six performances of the English Horse Show Sunday, Aug. 24 through Wednesday, Aug. 27.

The former Miss Oklahoma has distinguished herself through starring roles in legitimate theater and on television.

Glen Campbell will be at the Fair for six performances through the Labor Day weekend, Saturday, August 30 through Labor Day, September 1. The young singer is certain to include "Gentle On My Mind," "Wichita Line-man" and "By The Time I Get To Phoenix" on his program.

Hope To Have Two Shows

Bob Hope, the great legend in show business history, will share his quips and comments on the world in general during two performances one at 8 p.m. Monday, August 25, and the second at the same hour the following evening, Tuesday, August 26.

A ticket order form and brochure on Indiana State Fair shows may be had by writing to "Tickets," Indiana State Fairgrounds, Indianapolis, Ind. 46205. Be sure to enclose a self-addressed stamped envelope.

Industrial Development

(Continued from page 1)

Members of the Working Committee for Industrial Development are:

J. B. Conn, Vice President in charge of industrial development and real estate, Monon Railroad, Lafayette;

Gerald S. Dailey, Area Development Manager, Public Service Indiana, Plainfield;

Thomas D. Gillett, Industrial Development Manager, Norfolk & Western Railway, Cleveland, Ohio;

John Hardy, Industrial Development Division, Indianapolis Power & Light Company, Indianapolis;

E. G. Hoffman, Area Development Manager, Northern Indiana Public Service Company, Hammond;

Charles R. Jessup, Advertising and Sales Promotion Manager, Indiana Gas Company, Inc., Indianapolis;

Joe Lee, Industrial Representative, Texas Gas Transmission Corporation, Owensboro, Kentucky;

Henry Louthan, Industrial Development Manager, Penn Central System, Indianapolis;

Keith E. Meade, President, Indiana Commerce Executives, Elkhart;

James Nicholas, General Manager, Indiana Motor Truck Association, Indianapolis;

Merritt W. Smith, Vice President, The Indiana National Bank of Indianapolis;

Herman G. Steegman, Area Development Director, Indiana & Michigan Electric Company, Fort Wayne, and

Norman P. Wagner, Director Development, Southern Indiana Gas & Electric Company, Evansville.

Also serving on this committee are two members of the lieutenant governor's staff: Van Barteau, executive director of the Indiana Department of Commerce and Dan Manion, director of the Industrial Development Division of the department.

Although two members of the committee are from neighboring states their business interests are centered in Indiana.

Did You Know?

Wabash, Indiana, was the first electrically-lighted city in the world. Lights were strung on the court house tower shortly after their invention by Edison.

Soldier Returns Indiana Flag



FLAG FROM VIETNAM—Lt. Gov. Richard E. Folz was recently presented with an Indiana flag that had seen service in Vietnam. The flag had been sent to Capt. Gary Decker earlier this year, after first being signed by Gov. Edgar D. Whitcomb, Folz and other state officials. Decker, home in Franklin on leave following a 12 month tour of duty, made the presentation. Folz, in turn, gave the flag to Dewey McLin, who originated the project of sending state flags to Hoosier servicemen. This flag will now be sent on to another soldier. Folz also gave McLin two new Indiana flags to add to the 69 currently in rotation. McLin is an officer of the Disabled American Veterans. Pictured around Lt. Gov. Folz are Capt. and Mrs. Decker, McLin, Millard Harmon and Mike Bender.

Indiana Industry News: Plants and Expansions

Elkhart—A 100 ft. x 144 ft. factory for Stutz Bearcats Campers was scheduled to open July 1. Factory currently employs 30 people.

Peru—New 10,000 square foot building and warehouse of Eck-Adams Corp., furniture manufacturers, scheduled to open July 14. Firm to release a new line of furniture effective that date. The plant, which employs 165 persons, expects to hire 15 to 20 more.

Evansville—An addition to the Royal Crown Cola Bottling Company warehouse was to open July 15. This addition encompasses 10,000 square feet of storage space. No new products are planned for the Evansville location, so there will be no additional employees.

Muncie—Chevrolet Division of General Motors Corp. expects to open the addition to their existing factory during July. This adds 72,000 square feet to the factory for space and efficiency. Division now employs 2350 persons and will add about 500 more. No new lines are to be developed in Muncie.

Elkhart—Coachman Draperies, which opened in April of this year, has two new buildings in progress. These buildings, one 100 ft. x 100 ft. and the other 100 ft. x 50 ft., are scheduled to open in July. The Company is going into the pillow and cushion line and expects to add 25 to 50 additional people to the 100 currently employed.

Shelbyville—International Packing expects to complete the addition to their existing factory by August 1. The company now has 250 employees and will add an undetermined number in the near future. A dedication will be held in conjunction with the parent firm in New Hampshire.

Auburn—Dana Corporation is building a 72,000 square foot factory that will be ready for partial occupancy in August. Although being built primarily for needed space, the addition will also make possible a new line of axles for golf carts and inboard-outboard motors. At least 100 more persons will be needed in addition to the 350 employed presently.



Future Mall in Downtown Michigan City Area

A number of Indiana cities are confronted with the problem of promoting the economic development of their community. This problem involves determining the best approach of the several alternatives that are available.

Michigan City is an excellent example of what can be done to develop tourism as an income generating tool.

Some of the city's tourist attracting appeal is clearly centered around the lake and water related activities. Miles of public and private beaches are avail-

able, as well as several fine marinas for boaters and yachtsmen.

Within the city itself, much has been done to promote the downtown area as a tourist attraction.

The creation of Franklin Square eliminates the asphalt-jungle impression presented by so many of the state's larger cities. A four block area located on Franklin Street will be devoted to a pedestrian mall, designed to eliminate vehicular traffic. Four blocks of pavement are to be removed and a park-like atmosphere will be developed. When

completed, the area will include full-grown trees, flowering plants, fountains, and decorative lighting.

One outstanding feature in the Franklin Square project will be electrically heated sidewalks.

An interesting sidelight of what civic-mindedness and local involvement can contribute, in addition to the over-all Franklin Square project, is "The Canterbury." This project involves extensive remodeling and renovation of a 102 year old church complex into a multi-use auditorium-theatre.

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LT. GOVERNOR RICHARD E. FOLZ
Director

VAN BARTEAU, Executive Director

**INDIANA
THE CENTER
OF THINGS**



Mr. Robert R. McClarren, Director
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State Seeks To Attract Tourists, Industry

Industrial Development Committee Specialists Are Using Team Approach

Industrial development efforts of the Indiana Department of Commerce are being beefed up through use of industrial development specialists on a "working committee" that is taking steps to come up with a team approach to attracting new industry.

The Working Committee for Industrial Development also is taking a hard look at the techniques for encouraging existing Hoosier firms, both in terms of keeping them satisfied and helping them formulate expansion programs—in Indiana.

At its first meeting last month, the 15 member committee agreed on several basic points.

For one thing, the group, working closely with the Department of Commerce, will constantly seek to enlist more industrial development specialists, interested businessmen and civic leaders in taking part in developing projects.

This additional support will not increase the committee's size or make it unwieldy. Interested individuals and organizations throughout Indiana will be asked to undertake responsibilities in specific projects set up by the committee.

The working committee also is hammering out a unified advertising campaign to promote Indiana's industrial advantages. Currently, utilities, transportation companies, the Department of Commerce and other organizations are moving independently in the area of national advertising.

The working committee is developing a cooperative effort, keyed to more effective utilization of national advertising. The approach will lend a "hard sell" treatment to promoting Indiana by stressing the same basic points in such advertising.

The concept of picking a few saleable advantages, then telling your story often enough and loud enough is a tested principle in advertising.

Therefore, this cooperative effort will strengthen the advertising campaigns of the individual utilities, transportation companies and the department.

(Continued on page 2)

Lt. Gov. Folz Announces New Tourism Promotion Campaign For the State

Lt. Gov. Richard E. Folz unveiled Indiana's new tourism promotion campaign, based on the theme "Indiana—The Center of Things", in late July. (His announcement was made at a press conference held on the plaza adjoining the State Office Building. See picture on page 4.)

The lieutenant governor called attention to Indiana's geographical location and to the growing number of recreational and cultural events taking place in the Hoosier state, making it truly "the center of things."

This theme is carried out in a new advertising design which features "Indiana" as the bullseye of a brightly colored target. "The Center of Things" slogan is printed underneath the target.

Folz said that the state's location insures that millions of motorists will pass through Indiana each year. He went on to say that

Indiana is fast becoming a center of recreational and cultural activities making great strides forward in the field of entertainment.

"Now we must let the rest of the country know what our state has to offer," he said.

An intensive state and national advertising campaign was outlined at the press conference. It includes bumper and window stickers, bill boards, magazine advertising, radio and television programs, posters and banners.

Folz is director of the Department of Commerce. John K. Snyder Jr. is director of the department's Tourist Division.

Advertising and public relations materials were prepared by McQuade Wilkens Bloomhorst Inc., Indianapolis advertising and public relations firm.

Labor Day Weekend Highlights At the 1969 Indiana State Fair

Thursday, August 28 (Youth Day)

- 8:30 a.m. Indiana Chicken Barbecue Cook-out Contest
- 9:30 a.m. Farm Bureau Pet and Hobby Club Contest
- 10 a.m. Rooster Crowing Contest (thru Mon.)
- 1 p.m. Jack Kochman's Hell Drivers (thru Mon. at various times)
- 7 p.m. National Championship Motorcycle Races

Friday, August 29

(Business and Industry Day)

- 7 a.m. and 7 p.m. Dairy Goat Milking Contests (thru Sun.)
- 8:30 a.m. Wool Show Judging
- 4 p.m. and 8 p.m. The Associations and The Ventures
- 7 p.m. Harness Horse Races (Sat. thru Mon. at 1 p.m.)

Saturday, August 30

(Legislators and International Day)

- 8 a.m. Holstein and Guernsey Judging

- 9:30 a.m. and 10:30 a.m. 4-H Talent Contest
- 4 p.m. and 8 p.m. The Glen Campbell Show (Sun. and Mon. at other times)

Sunday, August 31

(Indianapolis and Fox Stake Day)

- All Day—Agriculture and Horticulture exhibits open to public.
- 8:30 a.m. Horseshoe Pitching—Ladies Division and Men's Actual Top Flight
- 1 p.m. Hog Calling and Husband Calling
- 1 p.m. Fox Stake—2 Yr. Old Pace

Monday, September 1

(Labor Day)

- 8 a.m. Brown Swiss, Jersey and Ayrshire Judging
- 8:30 a.m. Duroc and Yorkshire Judging
- 10 a.m. Floral Exhibits Judging (Fruits, Vegetables and Flowers for sale after 6 p.m.)
- 11 a.m. and 2 p.m. Sing Out Dearborn (Up With People)
- 1 p.m. Harness Horse Races

Indiana Seeks Hikers Convention In 1972

Gov. Edgar D. Whitcomb and Lt. Gov. Richard E. Folz joined 30,000 campers in Eutawville, S.C. July 14 and 15 to extend an invitation to the National Campers and Hikers Association to come to Indiana for their 1972 convention.

It was generally agreed that the Indiana contingent made the most impressive bid for the 1972 convention among all the competing states. A final decision probably won't be made until next year.

Estimates on attendance at the proposed Indiana convention in 1972 run as high as 50,000. NCHA officers predict the campers could spend about \$2 million during the week they would be in the Hoosier state.

Camp Atterbury is being eyed as a possible convention site.

Indiana's bid for the convention is being handled by Charles R. Wagner, Brownsburg, vice president of the Indiana NCHA.

The governor and lieutenant governor took part in a 2½-hour parade at the "camp-vention" site near Eutawville Monday night, winding among rows of mobile campers and tents. The Indiana contingent hosted a breakfast for the entire convention Tuesday morning, after spending the night in campers provided by an Indiana mobile home manufacturer.

The governor was accompanied by his family and his administrative assistant Dr. James Kessler. Perley Provost, Director of Natural Resources, was on hand with his family. Lt. Gov. Folz brought several members of his Tourist Division staff to distribute brochures on Indiana.

Lt. Gov. John West of South Carolina greeted the Indiana state officials.

International Trade Expands Trade Program

Development of a more extensive program of World Trade Opportunities has been announced by the International Trade Division of the Indiana Department of Commerce. The service will include trade leads for both importers and exporters, as well as lists of those willing to act as distributors or sales representatives for a particular industry. Information is available either by country or product category.

With this new program, the International Trade Division hopes to play a more active role in encouraging greater participation in two-way foreign trade opportunities.

Information currently available in the program is a consolidation of newsletters, trade magazines, U. S. consular inquiries, and direct inquiries.

Inquiries will receive special attention. Firms may ask to be placed on a permanent mailing list. Write: Trade Leads, International Trade Division, Room 336 State House, Indianapolis, Indiana 46204.

Industrial Development Director Manion Discusses Various Functions of Division

Daniel A. Manion, 27, Industrial Development director of the Department of Commerce, supervises efforts to bring new industry into the state.

"Our basic function in the Industrial Development division is to promote the sustained economic growth of Indiana. This is accomplished through continued expansion of existing industry and encouraging outside firms to come to our state," he said.

While discussing the role of the division, Manion said, "We have initiated several plans that we feel will assist us in drawing new industry to the state. For Indiana to have a sound economic future we must keep, as well as attract, industry."

He studied political science at the University of Notre Dame and was Army ROTC cadet general and brigade commander. Upon graduation in 1964, he was commissioned a second lieutenant and later spent a year in Vietnam.

Manion has served on the national board of directors of Young Americans for Freedom and has been the organization's state president.

He also has an extensive background in



DANIEL A. MANION

public affairs, having attended and actively participated in the 1960 and 1964 Republican National Conventions while still a college student.

A bachelor, Manion is the son of Dr. Clarence Manion, former dean of the Notre Dame Law School.

Industrial Development Specialists

(Continued from page 1)

The companies these members of the committee work for profit when industries expand. They have an important stake in gearing up the state's capabilities of wiring down industrial prospects.

To do so, the committee must have at its disposal comprehensive information about Indiana's economy, broken down on the state, regional and local levels. It also must have on file up-to-date listings of available industrial sites.

This information now is being programmed into a computerized system by the department and Indiana University's Bureau of Business Research. The committee members, specialists in particular aspects of industrial development, were asked to submit recommendations on what material should be included in this data bank.

The committee agreed that community development holds a priority role in the Hoosier state's overall industrial development effort. Its members are formulating programs designed to aid communities in upgrading their industrial assets.

At its late July meeting, the committee formed several subcommittees to delve into specific areas. The subcommittees and members are:

Community Development—Gerald S. Dailey, Public Service Indiana; Joe Lee,

Texas Gas Transmission Corporation, and Keith E. Meade, Indiana Commerce Executives.

Financing—Herman G. Steegman, Indiana & Michigan Electric Company, and Merritt W. Smith, The Indiana National Bank.

Legislation—E. G. Hoffman, Northern Indiana Public Service Company, and Henry Louthan, Penn Central System.

Kafiris Named Director Of International Trade

Basil Kafiris has been designated director of the International Trade Division of the Indiana Department of Commerce, Lt. Gov. Richard E. Folz announced in mid-July.

Kafiris, 34, has served as economic research director for the department. He replaces J. Robert Cutter, who has resigned as international trade director.

A native of Greece, Kafiris holds advanced university degrees in economics, law and business. He is a member of the faculty of the Indiana University Indianapolis Campus and once worked for the Indiana University Bureau of Business Research at Bloomington.

Study of Employment Growth in Great Lakes Is Continued

Emphasis On Indiana During Recent Decades

By Basil Kafiris, Director
Economic Research Division

(Third in a Series)

The technique usually used in measuring changes in employment levels is to analyze the components of growth, rather than to express the changes in terms of real numbers.

Basic facts regarding employment growth necessary for this method are: 1) changes that would have occurred at the national growth level; 2) changes related to the industry mix; and 3) changes related to any alternation in the regional share. These three parts of employment growth show the actual changes in employment levels.

Growth rates of employment differ because all industries in the nation do not grow at equal rates, thus some adjustments are necessary. Results of these adjustments are generally described as the industry mix. Industry mix is fast or slow, depending on whether it exceeds, or falls below, the national growth.

The expansion or contraction of employment also depends on the fact that a given industry is likely to be growing at a different rate in the state than in the nation as a whole. These differences are due to influences of the state economic variables upon the industries.

In other words, a state gains in regional share by increasing its employment more rapidly than would be expected on the basis of its industrial composition. Regional share is one of the best indicators of the state's competitive position with other states.

Indiana's total employment for the decade from 1940 to 1950 is explained by three components in the accompanying table: national growth (+307,095), industry mix (+29,538) and regional share (+32,413).

According to this table, the state of Indiana gained 369,046 workers between 1940 and 1950. The state would have gained only 307,095 employees in that period if each industry had increased at the national growth rate of 26.7 per cent. Since Indiana industry was above the national average growth, state employment figures show an increase of 61,951 "excess" jobs.

Sources of greatest employment growth for the state in the manufacturing sector

included electrical and other machinery manufacturing, plus miscellaneous manufacturing.

During the period 1950 to 1960, the second decade studied, Indiana employment rose by 205,707. There would have been an increase of 235,428 new jobs if employment in Indiana had grown at the national rate of 15.5 per cent during the decade. Unfortunately the state was below the national rate. Between 1950 and 1960 Indiana lost 29,729 jobs, primarily because of the negative regional share effect.

Competitive losses during this time exceeded the competitive gains, with the net result of a loss (-46,738) in regional share.

Compared with the first period studied (1940-1950), the gain in employment due to industry mix was very small (+17,017) but the entire Great Lakes region suffered losses during 1950 to 1960. Losses for the other states in the region during this period were as follows: Michigan 35,000; Ohio 20,800; Illinois 194,700 and Wisconsin 94,000.

Indiana's short fall of 29,729 workers is explained by the fact that the slight gain (17,017) of workers due to favorable industry mix was overshadowed by a decline (-46,738) of workers. This decline was brought about by the lessening of Indiana's competitive position or regional share.

Indiana Industries

Industry	Employment in			COMPONENTS OF EMPLOYMENT CHANGE									
				1940-1950			1950-1960						
				Changes related to			Total Change (G)	Octant code (I)	Changes related to			Total change (M)	Octant code (O)
	1940 (A)	1950 (B)	1960 (C)	National growth (D)	Industrial mix (E)	Regional share (F)			National growth (J)	Industrial mix (K)	Regional share (L)		
1 Agriculture	204,915	175,645	111,566	54,639	-91,412	7,503	-29,270	6	27,192	-94,756	3,485	-64,079	6
2 Forestry and Fisheries	403	458	333	107	-43	-10	54	8	71	-188	-8	-125	8
3 Mining	13,470	15,279	8,530	3,592	-3,410	1,627	1,809	6	2,365	-6,907	-2,207	-6,749	8
4 Contract construction	50,206	77,420	87,051	13,387	20,321	-6,494	27,214	4	11,985	-3,953	1,598	9,630	6
5 Food and kindred products mfg.	35,070	42,241	49,754	9,351	421	-2,601	7,171	5	6,539	5,663	4,689	7,513	4
6 Textile mill products mfg.	8,379	5,761	1,880	2,234	-1,591	-3,262	-2,619	7	892	-2,221	-2,551	-3,880	7
7 Apparel mfg.	17,029	15,844	12,966	4,541	1,097	-6,823	-1,185	5	2,453	-1,034	-4,296	-2,877	7
8 Lumber, wood products, furniture mfg.	26,072	32,941	31,496	6,952	7	-89	6,870	5	5,100	-8,502	1,957	-1,445	6
9 Printing and publishing mfg.	14,564	21,267	29,695	3,883	1,252	1,568	6,703	1	3,292	3,818	1,318	8,428	2
10 Chemicals and allied products mfg.	8,390	17,450	24,747	2,237	1,941	4,882	9,060	1	2,701	2,730	1,866	7,297	2
11 Electrical and other machinery mfg.	57,780	121,131	143,923	15,407	39,113	8,831	63,351	2	18,752	37,684	-33,644	22,792	4
12 Motor vehicles and equipment mfg.	34,854	67,172	62,005	9,294	8,555	14,470	32,319	1	10,399	-12,526	-3,040	-5,167	8
13 Other transportation equipment mfg.	6,610	13,568	30,661	1,763	2,018	3,177	6,958	1	2,100	11,783	3,209	17,092	2
14 Other and miscellaneous mfg.	136,837	190,461	220,506	36,486	8,511	8,626	53,623	1	29,485	6,219	-5,659	30,045	4
15 Railroads and railway express	35,319	42,847	29,357	9,418	-1,615	-275	7,528	8	6,633	-20,426	303	-13,490	6
16 Trucking and warehousing	15,492	23,313	28,632	4,131	1,884	1,806	7,821	2	3,609	3,318	-1,608	5,319	4
17 Other transportation	7,593	12,441	9,793	2,025	2,463	360	4,848	2	1,926	-1,584	-2,990	-2,648	7
18 Communications	8,373	16,084	17,839	2,233	4,471	1,007	7,711	2	2,490	-2	-733	1,755	7
19 Utilities and sanitary service	13,404	19,300	23,080	3,574	2,356	-34	5,896	4	2,988	-202	994	3,780	3
20 Wholesale trade	27,312	44,133	49,235	7,283	10,159	-621	16,821	4	6,832	-1,685	-46	5,101	8
21 Food and dairy products store	36,960	42,541	41,413	9,855	-4,189	-86	5,580	8	6,586	-7,430	-283	-1,127	8
22 Eating and drinking places	26,405	42,326	47,994	7,041	6,443	2,437	15,921	2	6,553	-3,831	2,946	5,668	6
23 Other retail trade	97,501	137,487	165,082	25,998	11,753	2,235	39,986	2	21,284	2,633	3,677	27,594	1
24 Finance, insurance and real estate	28,841	39,277	58,314	7,690	1,155	1,591	10,436	1	6,081	9,746	3,210	19,037	2
25 Hotels and other personal services	37,538	41,927	43,730	10,009	-6,186	566	4,389	6	6,491	-4,690	3	1,804	6
26 Private Households	41,091	30,056	36,695	10,957	-23,213	1,222	-11,034	6	4,653	432	1,554	6,639	1
27 Business and repair services	21,494	31,199	32,227	5,731	5,316	-1,342	9,705	4	4,830	2,238	-6,040	1,028	5
28 Entertainment, recreation services	8,186	10,772	8,921	2,183	-167	570	2,586	3	1,668	-1,490	-2,029	-1,851	7
29 Medical, other professional services	80,551	116,636	185,132	21,478	13,993	613	36,084	2	18,057	49,550	890	68,497	2
30 Public administration	29,779	47,923	59,170	7,940	12,716	-2,512	18,144	4	7,419	5,704	-1,876	11,247	4
31 Armed forces	3,000	2,308	9,214	800	6,270	-7,762	-692	5	357	1,236	5,313	6,906	1
32 Industry not reported	18,285	23,542	65,514	4,876	-851	1,233	5,258	3	3,645	45,690	-7,362	41,973	4
Total	1,151,703	1,520,750	1,726,455	307,095	29,538	32,413	369,046	1	235,428	17,017	-46,738	205,707	5
				Total net relative change (H) (Sum of totals Cols. E and F)			61,951		Total net relative change (N) (Sum of totals Cols. K and L)			-29,721	

Tourism Campaign Announced To Press



PRESS CONFERENCE 'IN THE CENTER OF THINGS'—Lt. Gov. Richard E. Folz answered newsmen's questions following his recent announcement of the new Tourist Division promotion campaign based on the theme "Indiana—The Center of Things." The July 31 press conference was held in the plaza adjoining the State Office Building, directly opposite the State Capitol. Joe Newman, representing McQuade Wilkens Bloomhorst, and John K. Snyder Jr., director of the Tourist Division, also participated in the press conference. In the background, members of the Tourist Division hold examples of representative promotional material. (Detailed story about the tourism campaign is on page one.)

INDIANA DEPARTMENT OF COMMERCE

Lt. Gov. Richard E. Folz, Director
336 State House
Indianapolis, Ind. 46204

An official publication of the
**INDIANA DEPARTMENT OF
COMMERCE**

336 State House Indianapolis 46204

LT. GOVERNOR RICHARD E. FOLZ
Director

VAN BARTEAU, Executive Director

**INDIANA
THE CENTER
OF THINGS**



Mr. Robert R. McClarren, Director
Indiana State Library, #407
Indiana Library & Historical Bldg.
Indianapolis, Indiana

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LT. GOV. RICHARD E. FOLZ, Director
VAN BARTEAU, Executive Director
336 State House
Indianapolis, Indiana 46204

COVER MONTAGE

Top: Governor Edgar D. Whitcomb, Lt. Gov. Richard E. Folz and astronaut Frank Borman.

Center: sheep shearing; rodeo; Glen Campbell; State Fair Queen Terilyn Krill.

Bottom: Nevele Pride; Ferris wheel.

INSIDE BACK COVER

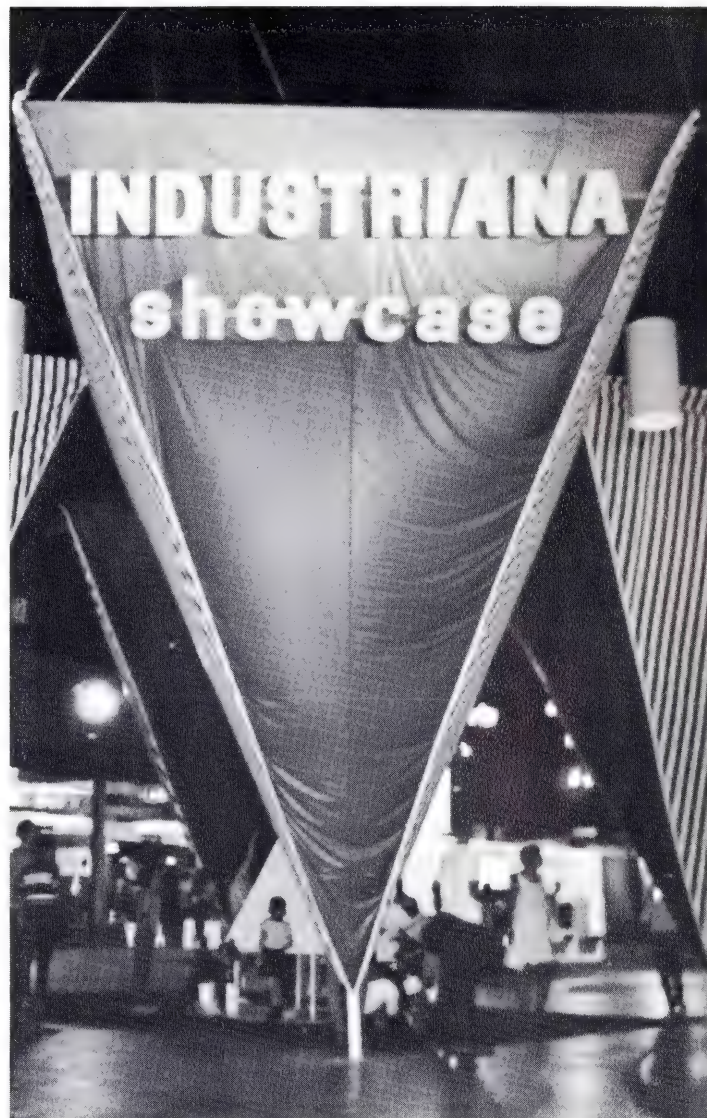
Brown County State Park, widely known for its Fall coloring.

BACK COVER

Farmers Day Parade at the Indiana State Fair.

PHOTO CREDITS

Cover Montage..... Joe Young
Indiana State Fair
Indiana Department of Commerce
Back Cover..... Indiana State Fair
All Others..... Indiana Department of Commerce



Above: One view of the Indiana Department of Commerce exhibit in the Manufacturers' Building at the 1969 Indiana State Fair.

A Record Breaker!

Indiana's 1969 State Fair closed out on Labor Day with record breaking attendance levels. The exhibition was highlighted by expanded exhibits in most categories, among them the Manufacturers' and International buildings.

While agriculture remained the focal point of this year's fair, industry exhibits were more in evidence.

In past years, the Manufacturers' Building had served as a repository for small vendors. This year, the Indiana Department of Commerce joined with Hoosier manufacturers in setting up a commerce exhibit on the main floor area.

Some 20 Indiana firms were represented. Eli Lilly & Company of Indiana, one of the nation's leading drug producers, provided a \$120,000 exhibit. Another major exhibitor was the Indiana Bell Telephone Company.

About 12,000 Indiana tourism brochures were given out at the Department of Commerce exhibit. Industrial development information also was available. The governor's office and State Highway Department also had display booths in the building.

The exhibits were well attended and plans already are under way for expanding the 1970 version.

Some changes also were evident at the International Building which long had been dominated by import firms.

Japan, the major trading partner of the United States, had a large display of consumer goods manufactured in that nation. It was one aspect of a growing emphasis by the Department of Commerce on international trade.

The British exhibit, sponsored by the Britannia Club, featured shelves of English specialty food items, as well as a colorful display of English leather-crafting. Exotic foods from 90 countries were displayed at the booth sponsored by Hatches' foodstore of Bloomington, Ind.

One distinguished visitor to the International Building was Alan K. Rothnie, the British Consul-General at Chicago. He lingered over the leatherworking exhibit and posed for a caricature at the British exhibit. Rothnie, who expressed delight at the quality of the exhibit and the fair, also made a point of dropping by the cattle barn to view Angus cattle, the predominant breed in his home area in England.

In all, 30 exhibitors manned booths at the building, representing 15 countries. The Department of Commerce undertook the responsibility of obtaining exhibits and allocating space.

Labor Day showers broke the state fair's perfect weather record but the exposition closed out with a total attendance of 1,009,426, the first time that the fair attendance had topped the one million mark.

Farm machinery exhibitors were more in evidence this year, with a one-acre display by Massey-Ferguson Inc., one of the highlights.

One of the most eye-catching exhibits was that of antique farm machinery, all in operating condition. Other antique displays showed a century of progress in the farm implements industry, an appropriate exhibit for the Hoosier state which boasts more than 60 farm machinery and equipment manufacturers.



Alan K. Rothnie, British Consul-General at Chicago, tried on a coat while visiting the exhibit of English leather crafts in the International Building at the Indiana State Fair. He was assisted by Lt. Gov. Richard E. Foltz.

ANSWERS FOR INDUSTRY ... THROUGH S. T. S.

By Bill Watt

Director, Information Division

Researchers estimate that our storehouse of knowledge is doubling every six years. Indiana's new State Technical Services programs aim at sifting through this awesome mass of data and providing industry with useful information.

The hallmark of the STS concept is practical application. The scope of that application is broad indeed.

Some unlikely offshoots of America's mushrooming technology can be profitably utilized by industries that generally wouldn't be considered likely beneficiaries of this information. But the angles are many and the economic stakes are high, because industry must keep pace with technological innovations or face the declining profits that result from obsolete techniques and products.

These examples point to industry problems that may seem unimportant to the casual observer but are significant to the manufacturer involved:

—In Michigan, a medium-sized manufacturing firm had second thoughts about proceeding with a die-cast hardening process designed to curb a high failure rate in its existing product. The State Technical Services director searched through NASA files and uncovered proof that the new process would work. Buoyed by that evidence, the company went ahead with the new process and achieved substantial cost reductions.

—In Illinois, three construction companies participated jointly in a State Technical Services project using a time-shared computer. One firm estimated it saved up to \$60,000 in direct labor costs the first year. The venture has been expanded to serve 16 companies from a single computer. Participants now are talking in terms of total annual savings of \$5 million.

—A Utah printing company used technical information from an STS system to get the latest data relating to printing on metals. Taking advantage of that source has placed the firm in an entirely new product line which involves marketing signs, markers and nameplates manufactured by the new process.

—STS activities embrace educational programs as well. In New York, Rensselaer Polytechnic Institute conducted a workshop on computer methods of engineering analysis, geared to meet the needs of small companies lacking access to more sophisticated computers. One engineer returned to his company and wrote a computer program for conducting in four seconds a common computation which had routinely taken four to six hours in the past.

These are only four illustrations of the applications of State Technical Services programs. There are scores of

others, ranging from day-to-day troubleshooting areas of manufacturing, research and development.

In Indiana, the administering agency for planning and administering State Technical Services projects is the Indiana Educational Services Foundation.

The foundation is the outgrowth of a 1967 Indiana statute which established the nonprofit foundation as an agency of the state, according to the statute "to prepare, coordinate and administer educational and research programs, activities and services on a statewide basis, and to receive and disburse state, federal and other funds available for the purpose of this act."

On June 12, the agency was awarded a \$107,600 Federal matching grant for its programs. The matching funds have been provided by Indiana universities able to obtain funds from their own sources. In certain cases, the matching funds are derived through user fees charged industries participating in a project.

The foundation saw the need for a program that would encourage a more effective application of science and technology by Indiana business and industry. Its leadership foresaw a basic program concept built around developing communications linkages and systems among technology resources and technology users.

Indiana universities now providing technical services as part of the approved programs are:

Purdue University
Indiana University
Indiana State University (Evansville Campus)
Taylor University
Vincennes University
University of Evansville

Here are several of the Indiana projects now in operation:

INDUSTRIAL, BUSINESS AND COMMERCIAL APPLICATIONS OF THE COMPUTER (Taylor University). Participants learn about the nature of computer systems and gain experience in writing computer programs. The course of instruction emphasizes both lecture and laboratory work and involves 20 sessions.

INFORMATION RESOURCES (Indiana University). I. U.'s Aerospace Research Applications Center is marketing a technical information service to Indiana industry, on a subscription or fee basis. The service provides the industrial client with a rundown on current developments in the application of technology to business, as well as a troubleshooting service to help the client solve

specific problems. A related program is under way at Purdue University, where the Purdue library disseminates information from journals, technical reports and other sources, keyed to providing basic industry with the latest breakthroughs in research and technical development.

ENGINEERING EXTENSION SERVICE (Purdue University). The project is based on the same concept as the agricultural extension service, in which the university acts as a catalyst in providing information on the practical application of technological developments to engineering. The project is geared to smaller companies with limited engineering resources.

ELECTRONIC TECHNOLOGY SEMINARS (Purdue University). This educational program consists of a series of seminars designed to accelerate the flow of the

latest developments in electronics. Subject matter centers on computer process control, theory and fabrication of integrated circuits and theory and application of lasers.

There are other project areas now in operation or in planning stages. They take the form of training seminars, information services, referral services and field services.

Nationwide, the STS program has been in operation since adoption of federal authorizing legislation in 1965. Currently more than 200 institutions, many of them universities, are taking part in the planning and executing of STS projects.

The scope of Indiana's role in the STS concept will hinge upon the response of the state's business community in terms of participating in existing programs or outlining special needs in yet-untapped areas.

INDIANA STATE TECHNICAL SERVICES PROGRAM

Sources of Additional Information

General Inquiries

Miss Anne Donnellan
Administrative Assistant
Indiana State Technical Services Program
Room 336
State House
Indianapolis, Indiana
Phone: 317-633-4450

Current Awareness and Retrospective Searching in Technical Areas

Mr. Richard W. Counts
Associate Director ARAC
Indiana University Foundation
Bloomington, Indiana 47401
Phone: 812-337-7833

Industrial and Technical Information Service

Purdue University Libraries
State Technical Services Program
Industrial and Technical Information Service
Lafayette, Indiana 47907
Phone: 317-749-2571 Ext. 20

Engineering Extension Service

Professor Find Sandgren
Engineering Experiment Station
Room 116B
Mechanical Engineering Building
Purdue University
Lafayette, Indiana 47907
Phone: 317-749-2971 Ext. 264

SEMINARS, CONFERENCES, AND SHORT COURSES

Conferences and Seminars in Emergent Technologies for Industrial Managers and Key Personnel

Professor F. E. Burley
Purdue University/Indianapolis Campus
6309 Graham Road
Indianapolis, Indiana
Phone: 317-253-0255

Introduction of Instrumentation for the Resolution, Identification and Quantitative Determination of Components of Complex Mixtures.

Professor Rolla M. Dyer
Indiana State University, Evansville
112 North Twelfth Avenue
Evansville, Indiana 47712

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COMPUTERS PLAY IMPORTANT ROLE IN STATE'S ECONOMIC DEVELOPMENT

The Department of Commerce is calling on computers to aid it in convincing industry to locate in Indiana.

Indiana University's Bureau of Business Research staff has worked all summer on programming detailed information into computers to give the department the type of data needed to aid a potential industry in selecting Indiana.

Programming is about 60 per cent complete. The bank of information will include information on each of Indiana's 92 counties, 96 major cities and 11 Standard Metropolitan Statistical Areas. The data retrieval system will be ready for operation this fall.

The department found that existing techniques of obtaining industrial and economic information and placing it into the hands of industry prospects simply weren't adequate.

Information was widely scattered, difficult to obtain, difficult to keep current, and insufficient to meet the unique questions posed by some prospective firms. The process was haphazard, to say the least.

The new retrieval system will end much of the delay in processing inquiries. It will expand considerably the scope of the information the department can make available.

The department's industrial development staff will be able to field specific questions in a matter of minutes. Also under study is a proposal to make the information available on a continuing basis to Indiana's major utilities, banks and large corporations which need this type of resource material in day to day operations. It can be utilized by other industries and local economic development agencies whenever they have a specific inquiry.

The Lieutenant Governor's Working Committee for Industrial Development will undertake a continuing analysis of the system's capabilities and effectiveness. Members already have made suggestions on information that should be included. They will be consulted on the continuing worth of specific items and will be asked to make recommendations on including additional information or discarding certain categories that don't prove especially useful.

The data retrieval system also will be a valuable tool for economic research. The information will be made available to Indiana businesses and universities for their own research activities.

The computer will memorize this basic information on the counties, cities and SMSA's:

—Population characteristics, including population by age group.

—Labor force, broken down by sex, race, category, strike frequency, total employment, changing employment trends, wage scales, cost of living indexes and personal income.

—Finance, including assets of financial institutions and bonding.

—Industrial sites, including a listing of prime available properties and structures.

—Taxation, including rates, revenue and indebtedness.

—Municipal information, including services, zoning and planning data.

—Health services.

—Utilities, including rates and capacities for all categories.

—Communications services.

—Transportation services.

—Educational facilities, including vocational training programs and the area's educational levels.

—Cultural and recreational facilities.

—Housing, including rent scales, vacancy rates, new construction and costs.

—Commercial and retail services.

The descriptions of the above categories are not complete; but they provide some insight into the nature of the data bank.

Other information will be included, such as available hotel and convention facilities, climatic data, and information on civic, fraternal and service organizations.

Compiling the information is proving to be a formidable task.

Several categories are subject to revisions based on the availability of the information desired. Certain categories, such as information on available industrial sites, require a tremendous volume of information and constant updating.

Some categories will be updated monthly, others quarterly and still others annually.

The computerized information will be useful in the department's community development efforts. It will give an Indiana city a workable evaluation on how it compares with other cities, providing an inventory of its comparative advantages and shortcomings.

Subsequent community development programs can be aimed at stressing the advantages and rectifying the shortcomings.

The system's greater efficiency, accuracy and completeness in providing information to prospective industries make it an asset of foremost importance in the Hoosier state's economic development programs.

"NEW AND EXPANDING INDUSTRY" COMPLETED— MANY OTHER STUDIES NOW BEING COMPILED BY DEPARTMENT'S RESEARCH DIVISION

Indiana's 1968 New and Expanding Industry, published last month by the Indiana Department of Commerce, provides an assessment of Indiana industrial growth and employment for that year. Marion and Elkhart counties were the industrial growth leaders by wide margins over the other 90 counties.

On the basis of information available to the department's Research Division, 135 new manufacturing establishments started operations in the Hoosier State. They added about 6,000 new jobs.

Twenty-six new firms located in Elkhart County and a like number in Marion County. The two counties also were the chief beneficiaries of expansion by existing industries. Fifty-one undertook expansion projects in Elkhart County while 37 were recorded in Marion County. Statewide, the reported instances of company expansion were 260.

In terms of employment, the compilation showed that the estimated 1968 employment in nonfarm industries increased by 34,000 over 1967.

According to Employment Security Division figures, the employment gains in non-manufacturing outstripped those of manufacturing, 3.2 per cent to .2 per cent. Group leaders in non-manufacturing were construction, 7.2 per cent, and education, 6.8 per cent.

The publication goes into great detail in providing a composite sketch of Indiana's industrial growth last year. New installations and expansions are recorded by county, economic region and industrial classification. Maps, charts and graphs underscore the overall situation and trends. *Indiana's 1968 New and Expanding Industry* also contains a rundown on reported new advance planning for industrial buildings, compiled on a statewide basis and comparing Indiana to other Midwestern states.

Copies of this informative publication may be obtained through a written request to the Research Division, Indiana Department of Commerce, Room 336, State House, Indianapolis, Ind. 46204.

Other Research Publications

A number of other studies are also being compiled and/or revised by the Research Division. All are designed to provide professional development assistance and counsel to industry. Brief descriptions of these publications are listed here.

Population Projections is a revision of a 1966 booklet. Material used includes population figures and estimates from 1960 to 1965 for the United States, the East North

Central Region and for Indiana. Charts, graphs and maps have been included in this version to add to the descriptive quality. The booklet has also been expanded to cover Indiana's 14 economic regions, population figures and estimates, along with maps and graphs for each region.

Indiana Community Profiles: Northern, Central and Southern, a three volume set, is now being updated. These profiles provide general information about the communities in each area—information that is frequently needed by corporations during their initial screening of possible locations for new plants or expansions.

Indiana Economic Report and Forecast 1968 is divided into three topic areas: population, employment and personal income. Employment and personal income have been selected as the two most basic measures of economic well-being that are readily available. This report also provides an overall outlook for both income and employment of Indiana for the forecast period.

Indiana Research Facilities Directory is now being compiled. This directory will list all research facilities in the state (manufacturing, university and governmental) along with details of their research operations. It is being prepared especially for those companies who are considering a new plant location or an expansion in Indiana, as well as for federal agencies and other organizations.

Indiana Manufacturing Growth is now being compiled. When completed, it will be an intensive analysis of the state's manufacturing growth for the years 1958-1968 by regions, counties and standard industrial classifications. Particular emphasis will be given to the number of new jobs created and the number of new firms located in Indiana during the 10 year period and still operating as of 1967. The growth of Indiana's 14 economic regions will also be considered.

Inquiries about these various publications should be directed to the Research Division.

Division of Planning Services, Responsibilities Outlined

By Gary L. Nielander
Division of Planning

(The quarterly Indiana Planning Newsletter has now merged with Commerce and Indiana. This article explains the role of the Planning Division within the Indiana Department of Commerce.)

The 701 Program

A primary function of the division is to provide services to Indiana communities engaged in local comprehensive planning programs. Communities desiring to undertake such long-range planning activities are immediately faced with the responsibility of paying for such planning.

Though financing is usually considered a function of local government, the community is often unable to meet the total cost. When this problem occurs, financial assistance can be applied for under terms authorized by Section 701 of the Federal Housing Act of 1954, as amended.

This legislation provides federal funds to supplement state and local moneys for the purpose of aiding comprehensive planning activities such as preparation of reports concerning population, economy, natural resources, land use, transportation, community facilities and public utilities. Also, special studies can be made regarding neighborhood problems, the central business district, and preparation of a zoning ordinance and maps.

These activities result in the formulation of what is termed a "comprehensive plan." If it has been prepared in conformance with the terms of the "701" program, the community can then qualify for any number of related federal aid programs. There are grants for basic sewer and water facilities, urban renewal and many others.

Generally, "701" grants provide two-thirds of the cost of preparing the comprehensive plan, the remaining one-third being defrayed by local or state sources. Most projects are for two year periods, and a professional planner from the Division is assigned to each community to administer the individual projects. Planners are also assigned to work with communities during their preliminary stages, assisting them in establishing plan commissions and drawing up applications for "701" funds.

Technical Assistance

A related function—though no federal funds are involved—is the Technical Assistance Program administered by the Division of Planning. Such assistance concerns the enforcement and administration of implementing ordinances, maintaining a planning program, and advice on special planning and development problems.

Present Involvement

In June 1969 the Division was awarded a new federal grant of \$360,000 by the Department of Housing and Urban Development. A portion of these funds is being utilized in financing the continuation of fourteen established community and county programs as well as three new programs being launched in Bloomington, Daviess County and Knox County. The new grant also allows for the continuation of the Planning Advisory Services Program which deals with approximately 25 localities.

State Planning

State Planning indicates interest in, and responsibility for the social, economic and physical development at the statewide level. The general function of a state plan aims at providing facts and information upon which the executive, legislative and administrative branches of state government can base decisions. The objective is to establish and maintain a long-range developmental plan including the coordination of other department programs with related programs of federal and local units of government.

The process of state planning endeavors to coordinate the efforts of all state, local and often federal agencies in order to create a unified structure of state development. Without cooperation on a statewide scale, overlap of projects or lack of coordination results in duplication of time, finances and effort. A statewide framework, based on statewide goals and objectives, can provide a guide to enable both state and local agencies to understand their relative positions within the total development picture.

Current Activities

An Inter-Local Cooperation Study has just been completed detailing how two or more units of local government may join forces for the provision of a needed service or the solution of a common problem.

It is often financially impossible for a single government unit to provide certain public services. Now, as a result of this study, assistance is available to local governments through a series of handbooks published by the Indiana Department of Commerce, Division of Planning.

These handbooks describe arrangements by which two or more Indiana local governments *have* joined together to provide a service while still retaining local autonomy. Guidelines for entering into such arrangements are provided as well as examples of actual agreements. Government functions discussed include refuse disposal, sewage, water, library, health, police, streets, parks and recreation, ambulance, purchasing, data processing and others.

Limited numbers of these handbooks are available to local officials interested in providing adequate service at the lowest cost to the taxpayer. County commissioners and mayors of Indiana cities will be mailed copies in the near future. Copies will be provided to town boards upon request from the town board presidents.

Nearing completion is a State Services Catalog which will provide a centralized reference for the principal services provided by state agencies as well as federal services administered through state agencies. Interviews were conducted with all state agencies in order to obtain the necessary information.

In addition, the Division will soon be working with the Indiana University Bureau of Business Research in conducting a housing and economic study for the state. This study will involve a regional analysis of state housing conditions and will result in a recommended action program for state and local governments.

The economic analysis will examine the internal and external economic relationships within each of the state's fourteen planning regions. These regions were established last December by executive order. An economic projections framework will be designed for each region.

OTHER COMMERCE NEWS

Kafiris Serves As Director Of Economic Research, Trade

Vasilios Basil Kafiris, 34, director of the Research Division in the Department of Commerce, is a highly qualified specialist in economic research and foreign trade.

"The Research Division performs a support function for the department," he said. As an example, the Research staff assists the Industrial Development Division by preparing background information for communities where an industrial prospect may be considering a site.



BASIL KAFIRIS

"We gather information on employment, population trends, new or expanding industries, income and related subjects," Kafiris said, "and publish studies on these and other topics."

"The Research Division also aids the department by providing professional development assistance and counsel to industry," he added.

Kafiris recently assumed the duties of International Trade director in addition to continuing his research activities.

Born in Andritsenia, Greece, Kafiris holds advanced degrees in economics, law and business. Currently living in Indianapolis, he is a member of the faculty of the Indiana University Indianapolis Campus.

Kafiris is active in the Greek Orthodox Church, the Greek Economic and Business Association and the American Economic and Finance Association. He and his wife, Toula, have two young daughters.

Foreign Trade Course Offered

A ten week evening course in Foreign Trade Administration will be offered at the Indiana-Purdue 38th Street campus at Indianapolis, starting October 14.

Specialists in international commerce will cover a variety of subjects including "how to do it" instruction in documentation, finance, regulations, transportation, and insurance. An overview of the expanding profit possibilities in foreign trade will also be studied.

For information, contact the Office of Continuing Education, IU-Purdue, 1201 East 38th Street, Indianapolis, Ind. 46205.

Midwestern Travel Is Topic

Midwestern travel and the possibility of creating more recreational centers within this area were discussed at the first meeting of the Intra-Departmental Travel Advisory Committee in Washington, D.C., in mid-August. The purpose of this committee is to coordinate Department of Interior programs concerning domestic travel.

John K. Snyder Jr., who was appointed to the group in July, was among those attending. Snyder is director of the Tourist Division of the Department of Commerce.

Snyder suggested that the National Park Service and the Department of Outdoor Recreation plan more tourist facilities in the Midwest. He also proposed that the De-

partment of the Interior publish literature on all portions of the United States.

Formation of the Intra-Department Travel Advisory Committee is the first step in developing one aspect of President Nixon's pledge to expand tourism facilities in the United States. A budget increase is anticipated to aid the expansion plan.

Primary projects which can be undertaken on a state level will be set up at the group's next meeting, which will be held in South Dakota.

State tourist directors from Texas, South Dakota, Connecticut, New Mexico and Puerto Rico are also members of the committee.

Study of Employment Growth In Great Lakes Is Concluded

By Basil Kafiris

*Director, Economic Research Division
(Last in a series)*

In the decade 1950-1960, Indiana manufacturing contributed more than any other sector towards the increase of employment growth. There were, however, some important losses in manufacturing of motor vehicles and equipment as well as apparel manufacturing, and some minor losses in other industries.

The industries which attained higher rates of employment were:

1. Food and kindred products	7,513
2. Printing and Publishing Mfg.	8,428
3. Chemicals and allied products	7,297
4. Electrical and other machinery	22,752
5. Other	15,092

Some non-manufacturing industries contributed toward the growth of employment. These included: Medical and Health, Retail Trade, Finance and Insurance, Real Estate, Public Administration, and industry not reported.

The decline in the growth patterns of employment during this decade, the second one studied in this series, can be attributed to a number of important causes. These include:

1. The decline of Indiana's agricultural sector due to the continued national downward trend in this sector.

2. Some of these employment declines are connected with the recession of 1958. The manufacturing sector of the state which is concentrated in durable goods is very sensitive to cyclical fluctuations of the national economy.

3. Other changes in employment are related to shifts in the composition of defense goods and also the public demand.

4. Other considerable declines, such as those in transportation, communication, wholesale trade, etc., are due to the low level of urbanization of the state and the geographical redistribution of the population after World War II.

Due to these causes, and others, some plants related to the production of defense goods, automobiles, appliances, etc., closed down during 1950-1960 and the state lost thousands of jobs. Other industries, especially apparel firms, moved to the south for better location advantages. This also affected the growth of employment.

As pointed out earlier in this series of articles, Indiana has found fewer reductions in employment in some industrial groups or divisions than other states.

After certain economic adjustments were made, employment gains were evident in other segments of Indiana's economy.

It's Autumn In Indiana

Autumn in Indiana centers on football and foliage. Both sports and scenery are exerting a magnetic effect on thousands more Hoosiers each year, pulling them outdoors to capture a glimpse of their home state during its most colorful, yet most mellow time of year.

Indiana's enthusiasm for autumn is long standing; its large-scale preoccupation with fall sports is a development of more recent vintage.

For years, the pigskin lay quietly in the shadow of Indiana's cold-weather celebrity, basketball. Among the major schools, only Notre Dame held a constant grasp on a large segment of avid fans, many of them so-called "subway alumni" from the Chicago area. Occasionally, an outstanding Purdue squad excited some enthusiasm while Indiana's Fighting Hoosiers chafed at being the Mets of the Hoosier state.

Not so anymore. Two seasons ago, all three skyrocketed into the wire service national rankings. Notre Dame is drawing crowds on the basis of football prowess as well as gridiron tradition. The Boilermakers have been among the nation's toughest, placing a squad in the Rose Bowl contest in 1967. Indiana has been the biggest surprise, taking the measure of some of the Big Ten's toughest and giving a good account of itself in the 1968 Rose Bowl.

Those sophomores are this season's seniors and legions of I.U. fans are again eyeing the national rankings. Notre Dame expects to field a classy contingent in 1969 while Purdue partisans are adamant that graduation losses won't prevent the Boilermakers from turning in the type of performance that has become a tradition in recent years.

The drawing power of collegiate football isn't limited to the Big Three. Ball State and Indiana State are getting greater recognition in the Midwest and the Hoosier state's smaller schools have provided crowd-pleasing performances in league and independent competition.

In the process of soaking up the sports attractions, motorists will be exposed to the quiet splendor of October in Indiana. Many events are aimed at affording diversion and relaxation for the casual tourist or outdoorsman.

The focal point of autumn tourism is Brown County. Widely-known restaurants and quaint arts and crafts shops dot the rustic Nashville area. The T. C. Steele State Memorial, near Brown County State Park, commemorating Indiana's most recognized artist, has been remodeled. Steele specialized in colorful renditions of the southern Indiana outdoors in autumn and displays of his large canvases underscore the fall beauty of that area.

Growing in popularity is the Parke County Covered Bridge Festival, October 10-19. The motif is 19th Century Indiana in this region of 37 covered bridges and rolling hill country. A farmers' market features homemade ice cream or fresh Hoosier apple butter served on hot biscuits.

If that doesn't satiate a tourist's appetite, he may turn to pancake breakfasts with Parke County maple syrup, country cured sausage, barbecues, ox roasts, and beans cooked in big iron kettles.

Martinsville's Fall Foliage Festival from October 4 to 12 treats its large crowds to a variety of festive events, including a balloon ascension, carnival, antique auto show, variety show and square dancing.

That's only a cursory sampling of some of the major events. Many others are listed in a brochure, *Indiana Calendar of Events 1969*, which may be obtained from the Tourist Division, Indiana Department of Commerce, Room 334, State House, Indianapolis, Ind. 46204.

Autumn is camping and hiking season, with facilities at state parks and forests ready to accommodate weekend excursions.

But a Hoosier's enjoyment of autumn generally is more casual than that. The norm is a spur of the moment decision to pack the kids in the car on a weekend afternoon and set off on a secondary highway with no real destination in mind, an easy-paced exploration of the next bend in the road.

INDIANA'S BIG THREE Home Football Schedules

INDIANA UNIVERSITY

Sept. 27—California
Oct. 11—Minnesota
Oct. 18—Illinois (Homecoming)
Nov. 8—Iowa
Nov. 22—Purdue

PURDUE UNIVERSITY

Sept. 27—Notre Dame
Oct. 4—Stanford
Oct. 18—Iowa
Oct. 25—Northwestern (Homecoming)
Nov. 18—Michigan State

UNIVERSITY OF NOTRE DAME

Sept. 20—Northwestern
Oct. 4—Michigan State
Oct. 18—Southern California
Nov. 1—Navy (Homecoming)
Nov. 22—Air Force





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*College Football—where the action is.
(Indiana vs. Illinois)*

PHOTO THIS PAGE

A growing Indiana business: Turkeys for the holidays.

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Indiana's Airport Expansion Plans Include Jetports, Local Airfields

Planning for airport development in Indiana ranges from facilities for international cargo-hauling "jumbo jets" to single-paved-strip community airfields designed to serve the needs of local business and industry.

Statistics and projections lend impressive weight to the value of developing major airports such as the proposed northwestern Indiana jetport.

But advocates of community airport development have a rougher row to hoe because they largely are dealing in statistical intangibles.

A preliminary study for a northwestern Indiana jetport showed that tremendous growth will occur in the area within a decade if the facility is constructed.

A report by James and Berger Associates on February 10 described the jetport as financially feasible and a source of large-scale economic development along Indiana's Lake Michigan shoreline.

Passenger boardings of 10.7 million and cargo flow of 920,000 tons were projected for 1975, the year the consulting firm figured the airport could open. James and Berger's analysis showed that passenger boardings could reach 35.4 million and cargo flow 10.1 million tons in 1985.

That level would far surpass the 1967 passenger boarding and cargo tonnage at Chicago's O'Hare Airport, at 27.6 million and 594,000 tons.

Nearly 90,000 new jobs would be created as a direct result of the new jetport by 1980, the report predicted.

Indiana's principal competitor in bidding for the jetport is Illinois and the report emphasized the need for quick action by Indiana to insure that federal assistance can be obtained and to minimize the competition.

The regional jetport has the full support of the state administration and an interim legislative committee working with Gov. Edgar D. Whitcomb and the Indiana Department of Commerce is formulating the next phases of the project.

It is more difficult to pinpoint the economic benefits of community airport development. Currently, there are 127 community airports in the state, offering various services.

The increased mobility of industry and the growing realization that "time is money" has prompted many industrial firms to utilize air travel for their executives and sales personnel. Air travel is a means of tying corporations to their divisions or subsidiaries, as well as their customers.

It is not known how much impact an air facility has on a company's decision to establish a new plant.

A study by T. P. Bergin and W. F. Eagan at the University of Notre Dame attempted to categorize, in order of importance, the reasons an industry selects a particular community. Transportation costs ranked 10th and "transportation facilities" ranked 13th. These rankings encompass all major forms of transportation.

There are no good barometer readings on the overall need for community airports. However, local industrial development personnel can cite specific instances in which a company has attached significance to air facilities.

In one recent case, a company located a new installation in a northeastern Indiana city which lacks paved airport facilities. The company president did say at groundbreaking ceremonies that the availability of a better airport would be a key factor in future expansion plans. He said

the company had in mind a doubling or tripling of its labor force within the next decade but that its ability to expand to that volume would be curbed by the current lack of airport facilities.

All too often, the economic impact an airport seems to have cannot be measured in terms of increased sales or income to a community. An airport largely is a service to an existing or prospective company and cities must view airport development in terms of overall economic development priorities, which throws airports into competition with proposed expansion of highways and city services.

Currently in Indiana, there is less money available for airport construction than for some other types of economic development projects. There are provisions for federal funding of airport projects up to 50 per cent of their cost, but the volume of available money is far less than the demand. No state aid is available for airport construction, except through the Indiana Economic Development Authority, which provides mortgage guarantees and the Industrial Development Loan Fund, which makes provision for loans up to \$100,000 to municipalities for development of public services that directly influence location of a new industry.

On approval by the Indiana Aeronautics Commission, a new facility is protected under certain statutes, such as the Tall Structure Act, which prohibits erection of a tall tower or building near the airport approaches.

Moreover, the public portions of the airport are not subject to state taxes.

The Aeronautics Commission has proposed state funding of 25 per cent of the costs of construction to encourage more local airport development.

According to the Aeronautics Commission, 19 Indiana cities have undertaken airport development or improvement projects during the last five years. The cities and dollar amounts are:

Monticello, \$140,000; Nappanee, \$40,000; New Castle, \$100,000; Paoli, \$165,000; Plymouth, \$180,000; Portland, \$130,000; Rensselaer, \$90,000; Rochester, \$240,000; Shelbyville, \$200,000; Flora, \$20,000; Brazil, \$20,000; French Lick, \$400,000; Huntingburg, \$400,000; Huntington, \$260,000; Eagle Creek (Indianapolis), \$430,000; Madison, \$18,000; Mentone, \$16,000; Sullivan, \$200,000, and Tell City, \$180,000.

Cities whose airport development or improvement projects were partially funded by the Indiana Department of Commerce include: Plymouth, Rensselaer, Rochester, Shelbyville, Flora, Huntingburg, Huntington and Sullivan. Several others are pending.

Radar Addition Underway

Work has already started on an \$130,000 addition to the east wing of the St. Joseph County Airport terminal. This airport services the South Bend-Mishawaka area.

The addition will house radar surveillance equipment which will aid planes in landing during bad weather. The radar equipment will be installed by the Federal Aviation Administration.

State-Wide Economic Development Is Goal Of Long Range Cooperative Research Project

By Charles F. Bonser

*Associate Dean, School of Business,
Indiana University*

In July of 1969, the Bureau of Business Research and the Institute for Applied Urban Economics, of the Indiana University School of Business, launched a cooperative research project with the Indiana Department of Commerce. This project has as its goal the preparation of a state-wide, long-range action program for local economic development. The results of the study will be utilized by the Department of Commerce in its efforts to aid the various regions of the state in achieving their maximum development potential. The research project, which is financially aided by the U.S. Department of Housing and Urban Development, is expected to take two years to complete.

The study utilizes the Department of Commerce 14 Economic Planning Regions of the state as the focal point for the research (See Figure I). Work is simultaneously proceeding on three fronts. These are: (1) the development of an economic projection model for each of the 14 regions; (2) research into the economic development potential of each region; and (3) an analysis of the future demand for and supply of housing in each of the 14 planning regions.

The Projection Model

The economic projection study is being conducted under the direction of Dr. Richard L. Pfister, of the I.U. School of Business, Institute for Applied Urban Economics. The first two months of this phase of the project were spent on study design. The staff has now moved into the data collection phase and present plans call for preliminary economic projections to be completed around the end of January 1970.

The economic projection model is designed to project for each of the 14 regions the levels of personal income by industrial source of earnings (e.g., manufacturing, agriculture, government, etc.) and employment by industry, for each year through 1985.

It should be noted that these estimates will be *projections* and not *forecasts*. In other words, the employment projections made for a particular region will assume that the only factors affecting future employment in the region are: (1) the national growth pattern of the industries now located in the region; (2) the trend in the share of the national industries employment which have historically been located in the region; and (3) the growth in the local service sector of the regional economy (e.g., retailing, wholesaling, financial institutions, etc.).

Given these economic projections, the data will be analyzed to determine any potential problems which may exist in the region. For instance, the "no change" employment projections for a particular region, when compared with population projections, may show that the region will have an unemployment problem within the next ten years. This, then, pinpoints the size of the de-

velopment problem facing the local area and the Indiana Department of Commerce.

Another feature of the projection model is that it will also be capable of being used to test policy alternatives. For example, we could determine, using the model, the local impact on total employment and income of a new industry being located in the region.

Economic Development Potential

The study of the potential for economic development is being directed by Dr. D. Jeanne Patterson, of the Bureau of Business Research. The study is divided into four parts. First, a statistical profile of each of the 14 regions will be prepared using essentially secondary data sources. These reports will "set the stage" for further research on the regions and should be completed by late this fall.

Secondly, a review of Indiana's development activities and programs will be conducted in cooperation with the Indiana Department of Commerce. Plans call for the appointment, by the Lt. Governor, of "blue-ribbon" economic development advisory councils in each of the regions. These committees will be asked to work closely with the study staff and the Department of Commerce in developing necessary local information about the current development activities in each region, and will also serve as a "sounding board" and, hopefully, a policy implementation mechanism for the project. The second phase of the study will also develop information on the activities of the state's private financial institutions in the industrial development process, and will review the regional development programs of the federal government.

The third section of the economic potential study will attempt to identify specific types of industrial firms that are particularly suited to operation within each of the regions and the "potential industries" will be compared with the development needs and goals of the separate regions. This approach is designed to prevent the local communities from dissipating their energies on a "shot-gun" approach to industrial development.

The final phase of the study will consider a "growth center" approach to urban-rural development policy in the state. We will examine the urban unemployment problems in Indiana and discuss the applicability of industrial development as a technique to solve these problems. Furthermore, we will consider the special problems of rural areas and the techniques most often suggested to relieve these problems. The concluding section of this phase will draw on the previous analysis and will propose specific recommendations for state policy.

Supply and Demand for Housing

The third study in the research project is under the direction of Dr. Irvin R. Grossack, of the I.U. School of

Business, and is designed to gauge the dimension of the housing problem now facing the regions of the state. The first year of this study will be involved in developing information on the present housing stock in the state and projecting the demand for new housing through the year 1985. The future demand estimates will be made by price class of housing, and will also make estimates of new housing needs based on several alternative evaluations of "adequate" housing.

In the second year of the housing study, following the identification of any supply-demand housing problems which may be discovered, we propose to test the impact of a variety of proposed policy measures designed to deal with regional housing problems. Additional special studies may explore the housing industry manpower situation, the possibilities for mobile homes, and the effects of zoning, utility provision, schools, and other land-use limitations on the provision of housing services.

Indiana Planning and Development Regions



Figure I

FOURTH FOREIGN TRADE MISSION NOW IN MIDST OF EUROPEAN TOUR

Members of Indiana's fourth Foreign Trade Mission are now in the midst of their 25-day trip to five European nations.

The mission, set up by the Indiana Department of Commerce, left Indianapolis on October 30. Much of the following day was spent in Washington D.C., where members were briefed by the U.S. Department of Commerce. Topics of discussion included international trade techniques, export-import banking, and the economic situations and sales potential of the countries on the mission.

Governor Edgar D. Whitcomb joined the mission for a portion of the tour. Whitcomb left Indianapolis November 5, joining the group in Brussels. He plans to return to Indiana on November 18. Mrs. Whitcomb is accompanying the governor.

Mission members generally are not attempting direct sales of their products. Instead, they wish to establish good business relations abroad and will offer proposals to European companies on joint venture agreements, distributorships and licensing arrangements.

Trade mission participants are conducting marketing discussions with businessmen and governmental officials in these European cities:

- Dublin, Ireland, Nov. 2-4
- Brussels, Belgium, Nov. 5-8
- Hamburg, Germany, Nov. 9-11
- Zurich, Switzerland, Nov. 12-15
- Lausanne, Switzerland, Nov. 16-17
- Athens, Greece, Nov. 18-22

The business executives will leave Athens on Sunday, November 23, for the return trip to Indianapolis.

European cities on the tour were selected because they offer good potential markets for Indiana products. All stops included on the 1969 mission schedule show every indication of having promising business prospects. Emphasis is placed on the value of investment of foreign capital in the Indiana economy.

Brussels and Zurich are the major financial centers on the continent. Home of the common market, Brussels is often referred to as the business capital of Europe.

Dublin, Hamburg and Lausanne are fast-growing manufacturing cities. One of the world's leading ports, Hamburg boasts of widely varied industry and is the largest manufacturing center in Germany outside of West Berlin.

Athens, capital of rapidly developing Greece, offers Hoosier executives an insight into the Middle Eastern or Mediterranean market. This will be Indiana's first test of the economic potential of this area.

Gerald L. Williams, Indianapolis, Trade Mission Director of the Indiana Department of Commerce, is accompanying the group as tour director and coordinator. Williams made an advance trip in early October, meeting with Embassy officials and finalizing all arrangements.

Businessmen participating in the trade mission are:

- Ken Biddle, president, Biddle Screw Products, Sheridan
- Forrest T. Gerig, president, Gerig Furniture Company, Auburn

—George R. Hull, International Department, American Fletcher National Bank, Indianapolis

—Frederick B. Keuthan II, Sargent Paint Company, Indianapolis

—David Proctor, vice president, International Department, Indiana National Bank, Indianapolis

—Mahlon E. Rieke, Rieke Corporation, Auburn

—F. Edwin Schouweiler, president, Old Fort Industries, Fort Wayne

—Dr. R. B. Wilson, associate director, Agricultural Experiment Station, Purdue University, Lafayette. Dr. Wilson is Indiana's agricultural marketing advisor.

With the wide range of ideas and industrial diversification offered by the host countries, members of the 1969 trade mission are expected to find many excellent sales or investment opportunities.

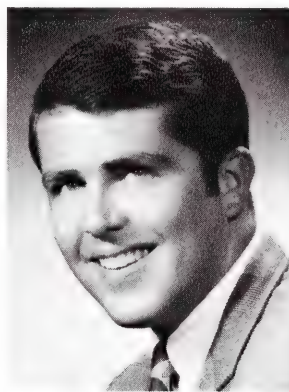
In addition to the many business interview days scheduled throughout the tour, numerous receptions and lunches are being held by the host countries.

Cost of this year's mission, as in the past, is defrayed by the mission members, and is completely tax deductible as an indication of the member's interest in the National Export Expansion Program.

Williams, Trade Mission Director, Enthusiastic About Trip Potential

Gerald L. Williams is enthusiastic about the potential opportunities the Trade Mission offers Indiana businessmen. Williams, 25, is the Trade Mission Director of the International Trade Division, Indiana Department of Commerce.

In discussing his advance trip, taken in early October, Williams praised the cooperation of all government officials and embassy personnel in the various countries of the mission.



Gerald Williams

A graduate of the University of Colorado with a B.S. degree in business and finance, Williams previously served as Deputy Securities Commissioner for the Secretary of State. He expects to receive his J.D. degree from the Indiana University School of Law in 1970.

Williams has served as an official of the Technical Committee for the 500 Mile Race and has been co-flight director for numerous trips of Voyager 1000, Indiana airplane club.

He and his wife, Kathleen Ann, live in Indianapolis.

FORT WAYNE MUSEUM IS DEVOTED TO LINCOLN

Dr. Gerald R. McMurtry, director of the Lincoln museum in Fort Wayne, recently served as host and guide for a group from the Department of Commerce.

His guests were John Snyder Jr., director of Tourism, and members of the Tourist Division staff, who visited the Lincoln National Life Foundation and other tourist attractions in the area.

Fort Wayne's Lincoln museum contains more actual records and authentic Lincoln memorabilia than the Smithsonian Institute. (See photo below.)

Dr. McMurtry proved to be a fascinating host. He is

said to be one of the best known authorities on Abraham Lincoln and has read over 6,000 books on the life of our 16th President.

In 1959, Dr. McMurtry toured southeastern Asia for the State Department. During his trip he gave 54 Lincoln lectures in nine different countries.

One of the important functions of the Lincoln National Life Foundation is the administration of grants and scholarships to students interested in contributing to the study of Abraham Lincoln.



Export Figures Are Given For Indiana Goods, Parts

Approximately \$1 billion worth of goods manufactured in Indiana were exported to overseas markets in 1966, according to an unpublished study completed recently for the International Trade Division of the Indiana Department of Commerce.

According to the report, export sales represented 8.3% of the total sales of Indiana's manufacturing exporters.

Over 60% of Indiana's exports in 1966 were in the form of finished goods. Components or parts made up more than one third of the total exports.

Known exporters in Indiana are estimated to have employed 16,200 people who were engaged exclusively in either producing or selling exports. This number grew to 22,500 in 1967.

The term "known exporters" refers to the 1,335 manufacturers with four or more employees that were known to have exported their products in 1966 or before, or were keenly seeking export opportunities at the time of this study.

Destination of Exports of Indiana's Manufacturers

Common Market	32.5%
Canada	18.2%
20 Latin American Republics	11.8%
Other Asia	11.4%
United Kingdom	11.3%
Other European	5.1%
Africa	3.7%
Japan	2.1%
Communist Block	1.4%
Oceania	1.3%
Other Western Hemisphere	1.2%

These figures are based on a report compiled by Dr. Kichiro Hayashi of Indiana University.

Planning Handbooks Are Issued

The Division of Planning of the Department of Commerce recently issued a series of handbooks for use by local governments in the state.

Entitled "Interlocal Governmental Cooperation Handbook for Indiana Local Governments," this series is available to selected public officials. The handbooks are expected to be useful to all local governments who are trying to provide adequate service at the lowest possible cost to the taxpayers.

Arrangements by which two or more local governments have joined together to provide a service are described. Guidelines are provided for those governments interested in entering into similar arrangements.

Areas covered by this series include: refuse disposal, water supply, sewage treatment, street construction and maintenance, public health, police service, fire service, ambulance service, building codes, library service, parks and recreation, purchasing, data processing, and the construction and use of building facilities.

Handbooks are also being sent to local libraries for the use of the general public.

Air, Water Pollution Discussed

Problems of air and water pollution were discussed by members of the Working Committee for Industrial Development at their September meeting.

This committee serves in an advisory capacity to the Industrial Development Division of the Indiana Department of Commerce. Members are specialists in industrial development for private industry.

Perry Miller, representing the Stream Pollution Control Board, pointed out that Indiana is not exempt from air and water pollution. "The White River between Muncie and Indianapolis is in critical condition," Miller said. "The water of that river is used seven times between those two cities," he continued, "and none of the pollutants are removed along the way."

The cost of installing water treatment facilities in existing plants is often extremely high, but most new plant construction plans allow for the construction of adequate facilities. Many communities along Indiana lakes and rivers also contribute to the pollution problem through inadequate sewage disposal facilities.

In discussing air pollution, Miller said, "The major contributor to the state's air pollution problem is automobile exhaust in the large metropolitan areas." Industry again contributes to the problem, but the cost of proper air filtration devices is also very high.

The importance of air filtration devices becomes even more clear when one considers that people have some choice in the water that they drink, but there is no choice in the air that everyone must breathe.

Robert Jackson, reporting for the Department of Natural Resources, said that many industrialists and many communities don't realize that there are state and federal laws governing the use of water and air in Indiana.

Jackson stated that it is almost impossible to determine the source of pollutants in the air, while it is much easier to pinpoint the source of water pollution. The solution must be self-regulation by the community, individual car owner or industry involved.

New Bathey Co. Plant Is Nearing Completion

Bathey Manufacturing Company is now completing construction of a new 100,000 square foot building in Hartford City. The plant, located in Blackford Industrial Park, is expected to be in full operation by January 1.

Lt. Gov. Richard E. Folz participated in the September 10 ground breaking ceremonies.

A division of Hitco Company, Bathey manufactures wire shipping containers. Initially 150 persons will be employed. Company officials say that future expansion plans call for an increase of employment to 1,000.

"America's small and medium sized cities offer unique opportunities for industry, and for workers, because they are not beset by the awesome problems of our major urban centers," Folz said in welcoming the Bathey firm to Indiana.

"Eighty-five per cent of Indiana's industrial growth results from expansion by industries that already exist in our state," Folz continued. "Hopefully, Bathey ultimately will be in a position to expand its operation here," he said.

Santa Claus Predicted To Be Model City Of The Future

The tiny southern Indiana town of Santa Claus is scheduled to grow into a city of 10,000 persons within the next 20 years, according to a recent announcement by the Indiana Department of Commerce.

Members of the department's Planning Division hope to make Santa Claus into a model city, according to Max Wolfe, chief of state planning.

"Normally, we attempt to anticipate when growth will take place and try to recommend when each development should be undertaken," Wolfe said. In the case of Santa Claus, the Planning Division had nothing on which to base anticipated growth, for the population is approximately 50.

"At Santa Claus, we will just turn the plan over to the town board and let them decide when each project should start. We simply can't determine when growth will take place," Wolfe added.

A shopping center, scheduled to be started this year, will serve as the nucleus for the town.

According to Wolfe, a small governmental complex including a town hall, fire and police stations and possibly a library is anticipated just north of the shopping center.

The Planning Division is suggesting a medical arts center, a clinic, a night emergency facility and probably an old age facility near the governmental area.

"We also hope that someday Indiana 162 can become a state boulevard, or scenic parkway, between Santa Claus and Lincoln City," Wolfe said.

The Planning Division has two sites in mind that would be used for light industry. Each site is about 130 acres in size. Industries in these areas would be carefully controlled to prevent air pollution.

Santa Claus now consists primarily of an entertainment park devoted to the Christmas theme. Santa Claus Land attracts 500,000 visitors annually.

Christmas Lake Village, the major residential area of Santa Claus, is being developed around 300 acre Christmas Lake. There is also an 18-hole championship golf course and club house.

According to Wolfe, the plans being drawn up are based on a projection that the town will consist of 4,400 acres and be populated by 10,000 persons by 1989.

The work being done in the Planning Division for this future model city is literally "a gift to Santa Claus," Wolfe said. "There is no money involved and our people work at it in their spare time," he added.

Miss Linda Jester, Assistant Director of the Tourist Division, serves a thirsty young traveler in a roadside park.

Traveling Tourist Center Journeys All Over State

Many motorists on Indiana highways were pleasantly surprised in recent months with the availability of free refreshments and tourist literature, courtesy of the Tourist Division of the Department of Commerce.

During August and September, the "Indiana . . . the Center of Things" tourism theme was carried throughout the state by members of the division. A brightly decorated trailer, featuring the "Center of Things" bullseye, served as a moveable base of operations for the tourist hostesses.

Lt. Gov. Richard E. Folz said that the traveling tourist information center was tried on an experimental basis this year. In its two months of operation, the touring trailer stopped at roadside parks and well-traveled intersections in many parts of the state, including Evansville, Fort Wayne, Lafayette and Terre Haute.

"Gatorade" was given to all thirsty travelers. The travel hostesses provided information on tourist activities within the area they were visiting and distributed brochures on Indiana tourism.

The tourist trailer was provided by International Harvester. Stokely Van Camp donated the "Gatorade".

"The 'Gatorade' project was more than successful," John Snyder Jr., Tourist director, said when asked to evaluate the program.

"Plans are now underway to expand the program next year," he added. Snyder hopes to have more trailers on the road in the future, so that different portions of the state can be covered simultaneously. He is also in the process of requesting additional "Gatorade."

Millions of motorists pass through Indiana each year. The Tourist Division hopes to interest many of these travelers in spending additional time in the Hoosier state.

Tourism statistics show that even short stopovers by tourists will often double the amount of money they spend in the state. Last year, Indiana businesses derived nearly \$1 billion from the tourist trade.



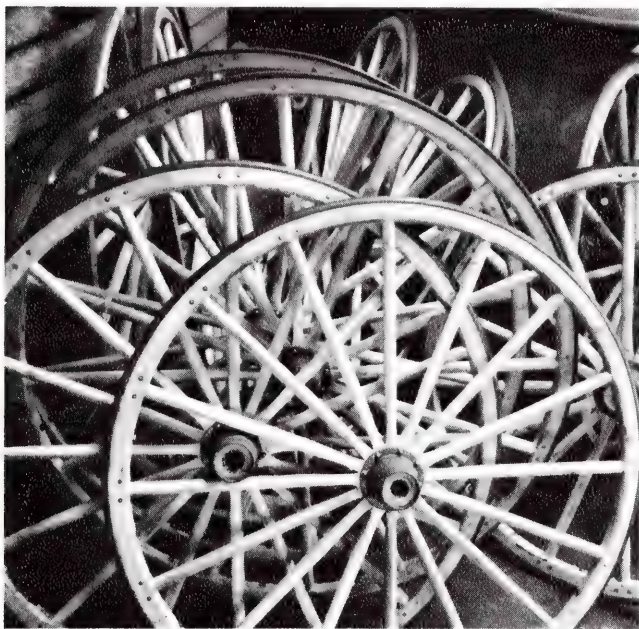
Amishville, U. S. A.

The Amish folk of Adams County—faithful to the heritage and restrictions of a highly fundamentalist religion, stubbornly hesitant to utilize modern machinery or home appliances—shy away from publicity and unnecessary contact with outsiders. They do not believe in ornamentation or in being photographed.

But a glimpse of their rustic farm life is a fascinating one and visitors to the Amishville area now have the opportunity to do so.

An Amish farm near Berne has been opened for tours. Amish food is served in an open-fire eating hall. Picnicking, swimming and fishing facilities are available at a lake on the farm. A nearby woodlot provides camping spaces.

A tour of the farm covers nearly a score of points of interest and includes an Amish store, wash-house, smoke-house, tool and harness shops, animal pens and milkhouse. Locally prepared bread and cheese are sold at the store.



Above: wagon wheels awaiting Amish buggies.

During the winter, horse-drawn sleigh rides are offered. Several thousand tourists have visited the farm this year and it has emerged as a showcase for the Amish way of life.

Three Berne businessmen purchased the farm, which became available when several Amish families migrated to Missouri. The businessmen needed to convince an Amish family to move to the vacant farm, conduct the tours and be willing to meet and deal with outsiders.

The David Schwartz family (eight children) now lives on the farm and Mr. Schwartz conducts the tours with a lively narrative style that effectively interprets the Amish way of life. He doesn't object to picture taking.

Amishville lies in a quiet rural setting along the Wabash River. A covered bridge spans the river along one of the access routes to the farmstead.

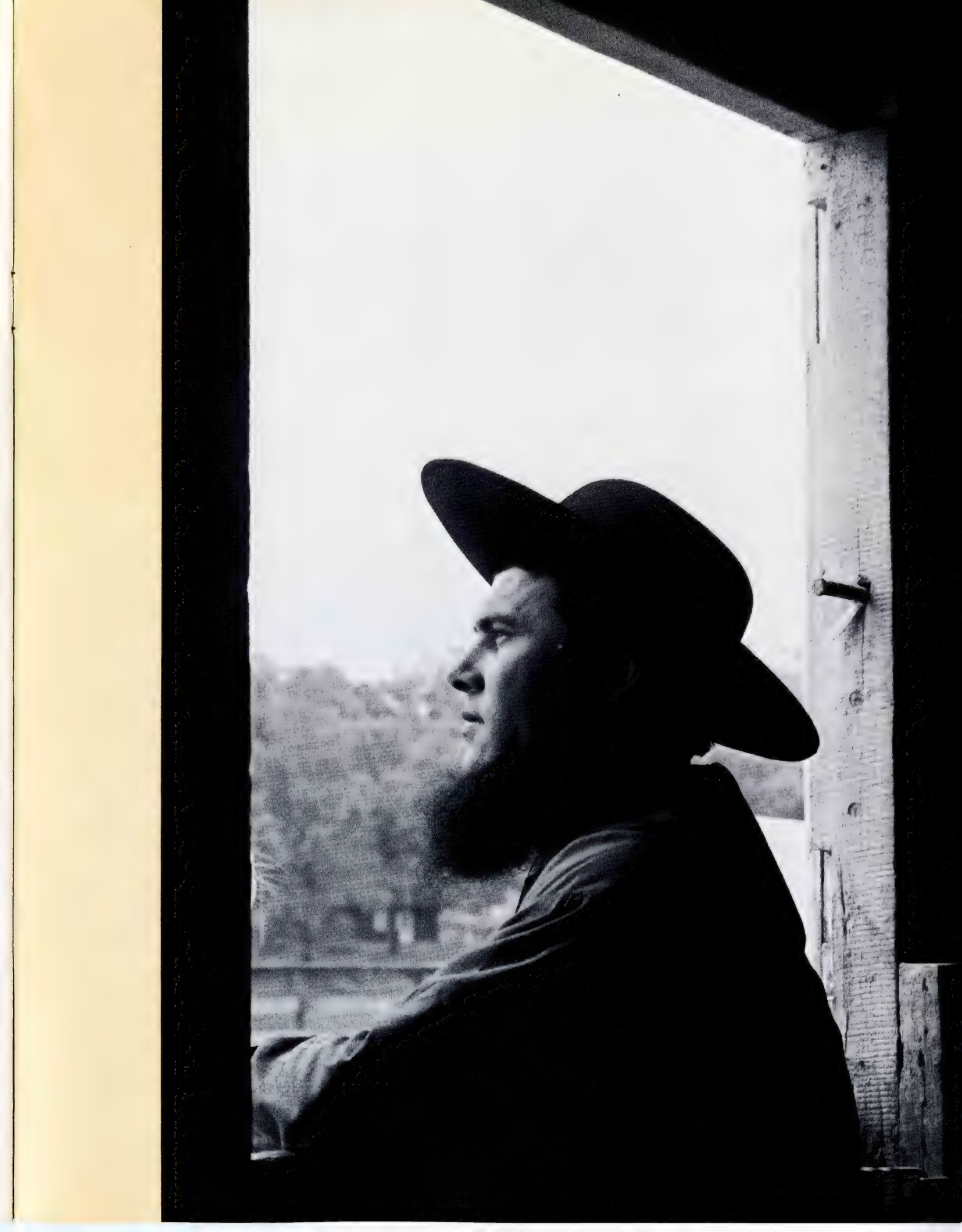
Amishville is located just east of U.S. 27 between Geneva and Berne. An alternate route to the area is State Road 218.

Berne is another center of Amish farms and blacksmith, buggy and harness shops. The shops are open to the public but the craftsmen adhere to the customary prohibition of photography.

For the most part, Indiana's Amish are Swiss. They came to America from Alsace-Lorraine in the 1850s. Other Amish came to this country in the 17th Century to escape religious persecution in Europe. Largely from Germany, the Netherlands and Switzerland, they settled in Pennsylvania.

The sect is a more fundamentalist offshoot of the Mennonite Church, established in Switzerland in the 16th Century.

Opposite: Dave Schwartz of Amishville, U.S.A.



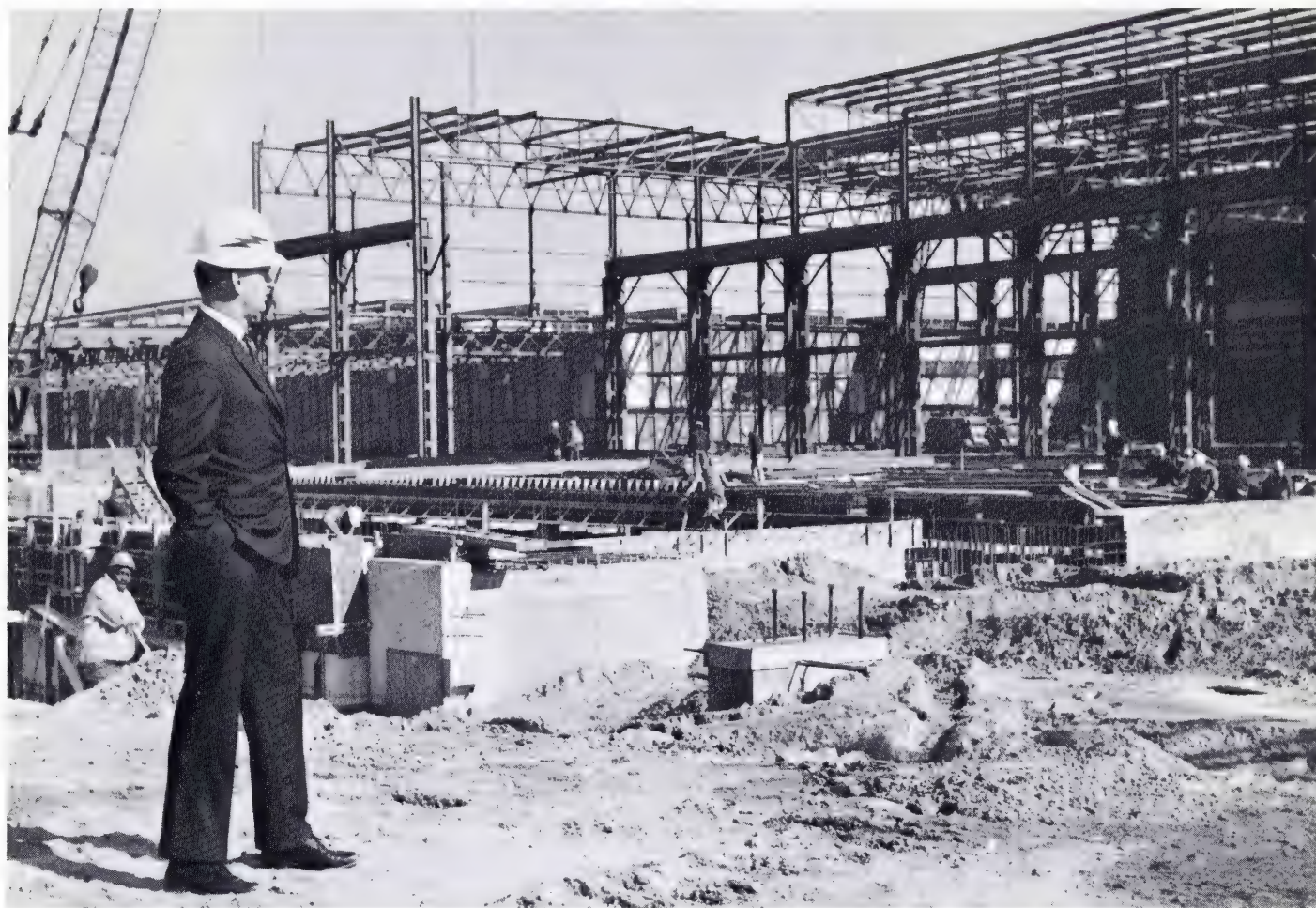
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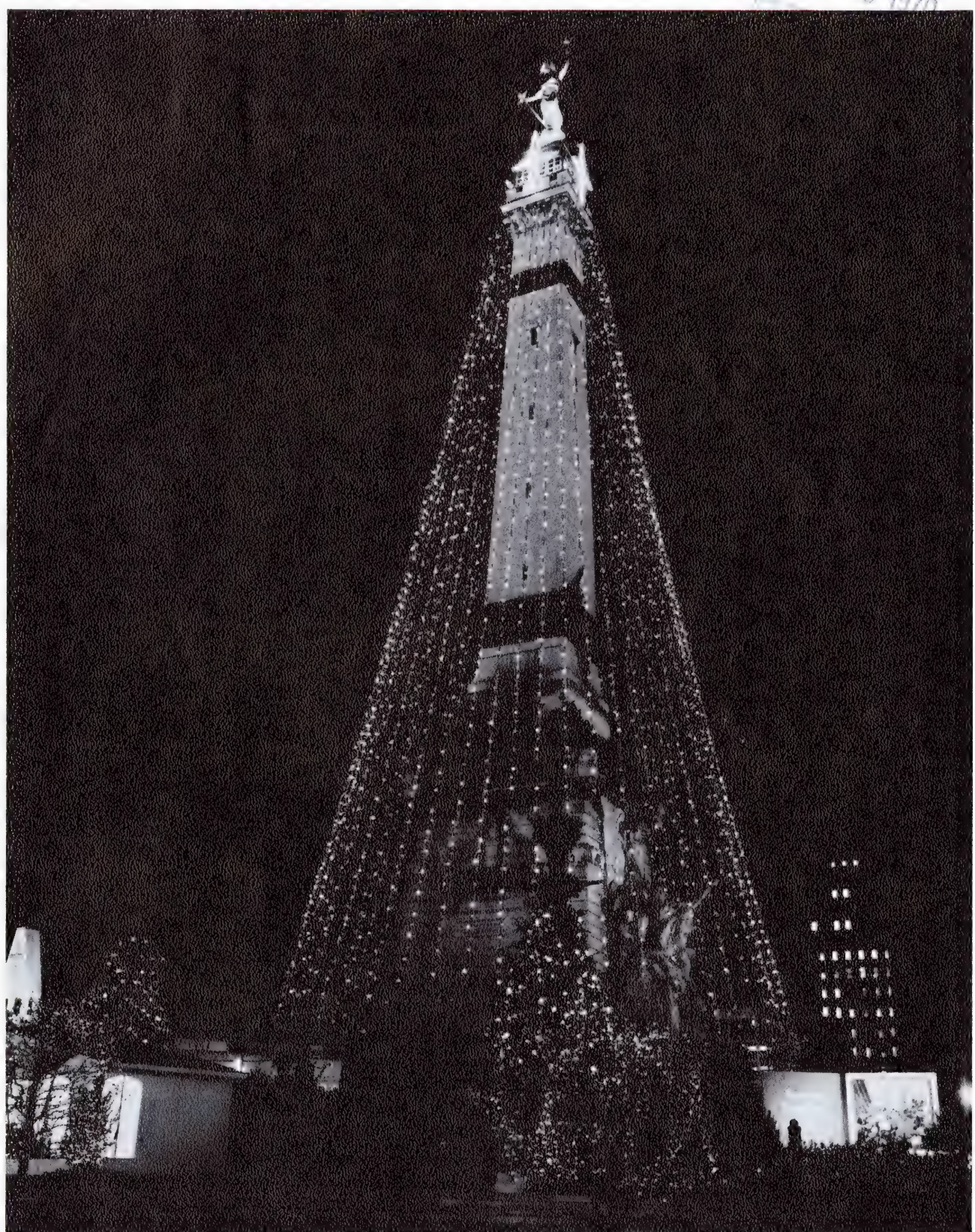
Matthew Glogowski, plant manager for The Budd Company Automotive Division in Gary, checks progress on the site of the company's plant expansion. The \$36 million project will double facilities at the Gary plant, adding about 1,500 jobs.

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COVER PHOTO

Indiana Soldiers and Sailors Monument at Christmas.

PHOTO THIS PAGE

The Whitcombs in Hamburg

PHOTO CREDITS

Inside Front Cover *Casper Haffke, Hamburg*

Opposite Page *U.S. Department of Commerce*

All Others *Indiana Department of Commerce*

TRADE MISSION TERMED A 'SUCCESS'

Members of Indiana's fourth foreign trade mission were extremely well received throughout their recent 25-day tour abroad, according to Gerald L. Williams, trade mission director for the International Trade Division of the Indiana Department of Commerce.

"We feel that the mission was a success and are very hopeful concerning the outcome of various business proposals," Williams said.

Primary purpose of the trip was to search for overseas markets for Indiana products and to establish good business relations abroad. Actual dollar success of the mission may not be realized by some businesses for six months or a year.

In evaluating the trade mission, Williams noted that the greatest dollar values in trade are expected from Brussels, Hamburg and Zurich.

A more complete evaluation of the mission is expected in the near future, when Governor Edgar D. Whitcomb holds a debriefing session with all mission participants. Governor and Mrs. Whitcomb joined the group for a portion of the trip.

Governor Whitcomb is considering the possibility of

opening an Indiana office abroad as a result of the mission, Williams said.

If Indiana should open an overseas office, Brussels would be a likely place, not only because of its geographical location but also because it is the home of the common market. Such an office would promote Indiana's interests abroad. California, New York, Illinois and Ohio are the states that currently have overseas offices.

In addition to their many business sessions, mission members held receptions for government officials and business leaders in each city they visited.

opposite page: Governor and Mrs. Whitcomb and Mrs. Alexander C. Johnpoll greet guests at a reception in Hamburg. Mrs. Johnpoll is the wife of the Hamburg Consul General.

below: Secretary of Commerce Maurice H. Stans met with mission members in Washington, D.C., before their departure overseas. Seated, from left to right: Secretary Stans, Gerald Williams, Mahlon E. Rieke, David M. Proctor III, Kenneth Riddle; standing: Forrest T. Gerig, Dr. Ramon B. Wilson, F. Edwin Schouweiler, Frederick Keuthan II and George R. Hull.



INDIANA MAY BID FOR EXPOSITION OF '76

The Department of Commerce is evaluating prospects of bringing a major national exposition to Indiana in 1976, the year the United States celebrates the bicentennial of the American Revolution.

A national exposition is one form of commemoration now under study by the federal government.

Lt. Gov. Richard E. Folz pointed to the impressive long-term benefits and economic development potential that such an exposition would produce. However, he noted that the undertaking is a highly complex one and intensive preliminary study is necessary.

Only Boston and Philadelphia had made serious bids for the exposition by press time in early December. Folz said that various urban problems of those cities, including inadequate sites and traffic congestion, might well eliminate them from consideration by the Federal government.

"If Indiana moves quickly with a proposal to the American Bicentennial Commission, we stand to be very competitive, especially since a final decision has not yet been made on the type of commemoration to be staged," the lieutenant governor said.

The commission is considering plans for a national exposition, several regional expositions, or a major commemoration in Washington, D.C.

There is the strong possibility that a national exposition might be discarded in favor of several regional ones. By offering a bid for the national commemorative, Indiana would not lose the value of its presentation should the Federal government decide on regional expositions. The state would then be a front-runner as a possible regional site.

An estimated 40 to 65 million persons would visit a national exposition according to a projection made by a national consulting firm. Direct income from expenditures by fairgoers would amount to \$644 million for food, \$467 million for lodging and \$259 million for entertainment.

If a national or regional exposition is decided upon, many facilities of a permanent nature would be required. One major result would be a mass transportation system.

Other lasting facilities would include recreation areas, thousands of housing units, industrial parks, utility services, cultural facilities and museums.

Folz said that Indiana offers an exposition these advantages:

—A more favorable geographic location than any other city now being considered.

—The most complete interstate highway system converging on any one area in the entire nation.

—More than adequate air, truck, bus and rail systems, again the result of its location.

—A reasonable cost of living, which places it in a better competitive position than the other contending cities.

—The lack of urban strife and critical urban problems, two areas that threaten to eliminate the other contenders.

—Adequate space available for an exposition site that is conveniently located to necessary facilities.

Folz said that site locations are causing great problems for Boston, which proposes to place the exposition on an island in Boston Harbor, and for Philadelphia, which plans to use three or four separate locations for the fair site because it doesn't have enough available land at one location.

Early in 1970 the American Bicentennial Commission will decide on the type of exposition and the city or cities to host it. Thus an Indiana city or group of regional civic leaders have only a few months in which to develop a superior promotional program, Folz said.

"There will be some who say that this goal is too ambitious, but enough reports and recommendations by exposition professionals and consulting firms have convinced me that it is a genuine possibility," the lieutenant governor stated.

"I have been encouraged by the interest shown by civic leaders from the Indianapolis area in this project," he said. "Members of my staff have undertaken private discussions with persons and organizations in a position to provide the leadership and the necessary funding. I am very encouraged at this point."

MANY HOOSIER-MADE PRODUCTS ARE IDEAL HOLIDAY GIFTS

The Christmas season brings out the diversity of Indiana industry, which counts among its companies producers of the ordinary, the exotic and the lavish under-the-tree present.

Many of the more popular holiday gift items of recent years are available from Indiana manufacturers. Hoosier-made color televisions, radios and phonographs are national best-sellers, while all descriptions of other household furnishings, including kitchen appliances and furniture, are products of other Indiana companies.

Indiana is the nation's largest producer of musical instruments with several companies in the Elkhart area.

The recreation industry is mushrooming in our state as dozens of firms turn out camping trailers of all sizes. Tennis nets are made in Anderson. Crown Point possesses Indiana's only golf ball factory. Table tennis tables come from Evansville, while Fort Wayne contributes clay targets for skeet shooting.

There are several pleasure boat manufacturers and accessory items such as oars and canoe paddles are made in New Paris. A Warsaw firm manufactures anchors.

A Walkerton firm is the source of a new pool cue;

bicycle tires are manufactured in Indianapolis, and Arcadia contributes roller skates, an always welcome Yuletide gift.

The Hoosier state is a haven for the seeker of the unique holiday gift item.

For the man who has everything, consider giving him a fire-proof safe to keep it in. They are manufactured in Cannelton.

Pet fanciers will be happy to know that Kempton is the home of a redwood bird and dog house maker. A Martinsville fishery produces thousands of goldfish.

The seasonally useful lawn spreader is available from an Urbana firm and probably the most overlooked gift idea of all, a pair of battery-heated socks, comes from a Michigan City company.

Chances are, your Christmas tree was Indiana-grown, and the tons of popcorn consumed each holiday season underscore the fact that the state is the nation's leader in production of that commodity.

There are, no doubt, hundreds of other gift possibilities worthy of mention. Space does not permit a recounting of dozens of others we have uncovered.

Barrel-Making...

By Paul W. Barada



Cooperage is an almost unheard of term and unpracticed trade in an age when styrafoam, light-weight metals and plastics have become a way of life.

The cooper's trade of barrel making has varied little over several decades, but the uses for his product have changed greatly. A generation ago, barrels and similar wooden containers were used extensively for many purposes, ranging from nail kegs to pickle barrels.

Barrel making in the United States is as old as the country itself. Years ago, commodities that required shipment in a container were delivered in a barrel or cask. They included most liquids, bulk material such as flour and grain, and small articles needed in large quantities, such as nails and brads.

Food products that required shipment in salt water also were preserved during shipment and storage in the classic wooden barrel.

The Davis Cooperage Company was established in Martinsville during the 1880's after moving from Batesville, Indiana. It was originally established in Batesville by German craftsmen who had immigrated to the area earlier in the 19th century.

It takes time and know-how to produce a barrel that meets the high standards set out by the old-time coopers, who still take great pride in their craft. Consequently, the cost of barrel production is necessarily higher than that for mass produced plastic containers which will serve the same purpose.

The composition of the barrel market in this country now is geared to the production of barrels and kegs for use by furniture makers and in the storage and transportation of wine and whiskey.

Many of the items that once were placed in wooden containers are now seen on supermarket shelves in glass bottles and plastic packages. For larger quantities, the inexpensive corrugated box or the metal drum has supplanted the barrel as a shipping container.

upper left: making barrel staves

left: preliminary iron hoops are placed around white oak staves

right: super-hot water bath necessary before staves can be curved into shape

upper right: the finished product

A Vanishing Craft

The shifting demand for containers and the dwindling number of barrel craftsman has caused a skilled labor problem for the industry.

In days gone by, a young man entered the cooper's trade with the intention of becoming skilled in the art of cooperage. He would spend years learning the cooper's trade and probably stay with the same firm for most of his working life. Today's young men are more mobile and don't want to invest years of training in a craft that may be dying out.

The Davis Cooperage Company, headed by Tom Hussey, is one of the few companies of this type still operating in the United States, and the only one of its kind in the Midwest.

Hussey points out that if production costs could be lowered and the job requirements simplified, more young people could be attracted to the trade, which would lead to higher barrel sales.

"We can sell all the barrels we can produce because we operate with a small number of employees, and it takes some time to hand-make each barrel," Hussey says.

"Our operation isn't large, but then, we are one of the few remaining cooperage businesses in the country, so we always have plenty to do," he concluded.

Each year his company produces about 20,000 barrels and kegs of different sizes, which in this age of mass production is relatively small.

It appears that Tom Hussey will have plenty of work to do for some time. The white oak barrels serve as reminders of an age, long gone, when life was a little simpler, when pride of workmanship was important in all things, including barrel making.



OTHER COMMERCE NEWS

Bill Watt Serves As Director Of Department's Information Division

Bill Watt, a specialist in public information, serves as director of the Information Division of the Indiana Department of Commerce.

"The Information Division is the public relations and information arm of the Department of Commerce," Watt explained when discussing his division.

"Our basic function is the writing and dissemination of news and informational materials for the communications media. This is done through news releases, as well as live or taped radio and television presentations. We also write numerous specialized articles for regional, trade and national publications and handle promotional information in addition to writing speeches. We publish a monthly magazine that is widely distributed and issue a monthly report for use by weekly newspapers in Indiana," Watt said.



BILL WATT

Watt's division also initiated the departmental speakers' bureau and aids in scheduling of speeches to local groups throughout the state.

Now 26, Watt is a product of the Indiana University journalism school. In 1965, while still a student, he joined the staff of the Associated Press in Indianapolis. Upon completion of college, he served an active duty tour with the Indiana National Guard.

Rejoining the AP in 1967, Watt was soon designated the Indianapolis bureau's night editor. He also wrote extensively on Indiana government and politics.

Watt served as legislative assistant to Lt. Gov. Folz during the 1969 General Assembly. He is a director of the Indianapolis Press Club and is former president of the Indiana University chapter of Sigma Delta Chi, national journalistic society.

A bachelor, he is a son of Mr. and Mrs. Lester J. Watt, Route 3, Fairland.

Lincoln Heritage Trail Promotion Planned By Its Three Governors

Plans to further popularize the Lincoln Heritage Trail are now underway. The trail's route re-traces the path followed by Abraham Lincoln during his boyhood years in the midwest.

The Lincoln Heritage Trail traverses portions of Indiana, Illinois and Kentucky. This unique monument to our 16th President has become an increasingly popular vacation attraction for history-minded tourists.

Combined promotional efforts were discussed at the first Lincoln Governors' Conference held at Santa Claus Land, Indiana, on October 29. Governors Edgar D. Whitcomb of Indiana, Louie B. Nunn of Kentucky and Richard B. Ogilvie of Illinois attended, as well as nearly 200 "Trail" town mayors and civic leaders.

After an executive meeting, the three governors announced cooperative agreement on the following points:

- 1) A matching funds program to assist Trail communities in attracting more visitors.
- 2) Information centers to provide the traveling public with material about the "Trail" and the states of Kentucky, Indiana, and Illinois.
- 3) The seeking of federal designation of the "Trail" as the "Lincoln Heritage Memorial Parkway."

New plans for the Lincoln Heritage Trail are now being considered cooperatively by leaders of the three states.

Community Development Group Now Has Slide, Film Presentation

Members of the Community Development subcommittee of the Lieutenant Governor's Working Committee for Industrial Development have put together a package presentation for community and industrial development groups in Southern Indiana.

The presentation consists of a 22-minute, 16-mm film on community problems, backed up by a 25-minute color slide presentation giving step-by-step procedures to organize a community development program.

Following the film and slide presentation, a panel of community development specialists will field questions from the audience. There will be no prepared speeches.

Community Development subcommittee members are Gerald S. Dailey, Area Development Manager, Public Service Indiana, and Joe W. Lee, Assistant Manager of Industrial Development, Texas Gas Transmission Corporation. Joining them in making the presentations will be George Ensminger, Community Development Manager for Texas Gas Transmission Corporation. In addition, there will be others serving on the panel representing other utilities, railroads, the Department of Commerce, and Chambers of Commerce.

The presentation is designed for local Chamber of Commerce members, community development or industrial development organizations that are now formed or those that want to organize a Total Community Development Program for the betterment of their community. For the time being, the programs will be available only to communities in Southern Indiana.

Those groups who wish the help of the subcommittee presentation in their development program, should write to the Industrial Development Division, Indiana Department of Commerce, 336 State House, Indianapolis, Indiana 46204.

City of Columbus Featured In Box Company Publication

Columbus, Indiana, is featured in a two page story in the November issue of *Weyerhaeuser World*, a monthly publication of the Weyerhaeuser Company of Tacoma, Wash.

Entitled "The Athens of the Prairies," the story is one of a series on the company's various plants. It outlines some of the reasons that the Hoosier city was selected as the site of a new Weyerhaeuser container plant. Noted for its architecture, the article says that Columbus has also proved to be a great place to do business in boxes.

With a vast network of highways going through or near Columbus, trucking has become increasingly important in the area. This was one of the basic reasons Columbus was chosen from among several spots in southern Indiana as a good spot for a shipping container plant.

Another prime reason for the plant's location there is all of the industry in the vicinity. Many were potential customers for corrugated boxes.

Ground for the plant was broken in October of 1967 and the plant was open for business the following October. Currently about 80 people work in the factory and 25 in the office and sales force.

Weyerhaeuser's Columbus facility is tooled up basically for large volume accounts which use big boxes, such as refrigerators, television sets and engines.

The article traces the history of Columbus from its founding on low, swampy land in 1821, through the era of the flatboats. Railroads came to Columbus in 1844, assuring the future growth and prosperity of the city.

Imported Consumer Goods Report Issued By Department of Commerce

A report entitled "The Significance of Imported Consumer Goods in Indiana Retailing" was recently issued by the Indiana Department of Commerce.

The study defines the importance of these imports to Hoosier retailers. For purposes of the report, an imported good is defined as any item that has an identifying mark on the product or package that shows it was made in a country other than the United States.

Data for the study was compiled from questionnaires returned by 1187 retail firms and detailed interviews with executives of twelve retail firms located throughout the state who carry large quantities of imported goods. Funds to cover the printing and mailing of the questionnaires were provided by the Indiana Department of Commerce. Questionnaires were mailed to 5,000 retailers in the state and to more than 400 food wholesalers.

James Dorn Goodnow of the Indiana University Graduate School of Business prepared the report.

The study encompasses such subjects as recent trends in Indiana retailing, the significance of imported merchandise in Indiana retail management decisions, imported goods sold by retailers in Indiana, as well as the sources of this merchandise. The outlook for import merchandising in Indiana is included, plus a summary of conclusions and recommendations for action.

Most imported merchandise sold in Indiana comes from the industrialized countries of Western Europe and the Far East. Almost all imported merchandise carried by Indiana retailers is purchased through domestic wholesalers.

Revised 'Community Profiles' Published in Three Volumes

"Community Profiles," a revised three-volume publication, was issued recently by the Indiana Department of Commerce.

These volumes are designed to serve as an aid to both community leaders and businessmen whose interest in plant location brings new industrial activity to Indiana cities and towns.

Much of the information contained in this set is that frequently needed by corporations during their initial screening of prospective sites for the location of a new or expanding industry.

Each of the 109 community profiles describes that city or town in terms of characteristics relating to its economic, industrial and cultural environment.

Copies of "Community Profiles" have been directed to many corporations who have expressed an interest in locating in Indiana. Individual profiles are also available for industry representatives interested in data on a specific community.

Inquiries about these materials should be directed to the Research Division, Indiana Department of Commerce, Room 336, State House, Indianapolis, Indiana 46204.

Winter Sports, Hoosier-Style

Thanks to only sporadic snowfall in downstate areas, coupled with unpredictable temperature levels, Indiana generally isn't thought of as a winter sports playground.

A cluster of northeastern counties, however, are far enough into the Great Lakes area "snow belt" to offer varied outdoor recreation from early December to the first few days of March.

There are several good ski resorts in the state's "lake region" and their operators periodically call upon snow-making machinery to keep the slopes in top form when the area is caught short by the whims of winter weather.

Cold-weather enthusiasts flock to Pokagon State Park, near Angola, for skiing, tobogganing, sledding and ice skating. Set in rolling hill country, Pokagon borders on Lake James, the state's third-largest natural body of water.

The picturesque surroundings in the park's snow-laden woodlands make a sleigh ride one of Pokagon's most popular attractions.



Tobogganers skim down Pokagon's 1,700-foot double lane slide at a mile-a-minute clip.

The resort areas are conveniently accessible from the Indiana Toll Road and Interstate 69.

Mt. Wawasee Ski Lodge near New Paris offers seven ski slopes—three for intermediates, one for experts, one for advanced intermediates and two for beginners. Rental equipment and instruction is available.

The Pines, near Valparaiso, has a modern chalet and five slopes—the longest 1,400 feet. It offers group and family rates, rentals and a ski school.

Ski Valley, Inc., Route 1, LaPorte, is considered one of the finer small ski areas. It provides lessons and food service is available at a Swiss chalet.

All three resorts have illuminated runs for night skiing.

While there are adequate motel accommodations in the area and Pokagon's Potawatomi Inn is a popular lodge, it is desirable to confirm lodging in advance. It's also a wise precaution to check out the weather and ski slope conditions beforehand.

Ice fishing enthusiasts have dozens of small lakes to choose from in the region.

The winter visitor to southern Indiana's hill country can't always count on snow. But periodic winter storms transform the forested hills, most noted for their autumn brilliance, into spectacles of quiet outdoor splendor. The forest scenes alternate between stark displays of ice on barren limbs and the restrained beauty of thick stands of timber enveloped in gently-falling snow.

Five state parks in central and southern Indiana keep their inns open all year and provide facilities for winter camping. They are McCormicks Creek State Park, Spencer; Clifty Falls State Park, Madison; Spring Mill State Park, Mitchell; Turkey Run State Park, Rockville, and Brown County State Park, Nashville.

opposite: peaceful Indiana snow scene.

left and back cover: winter sports at Pokagon.

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